

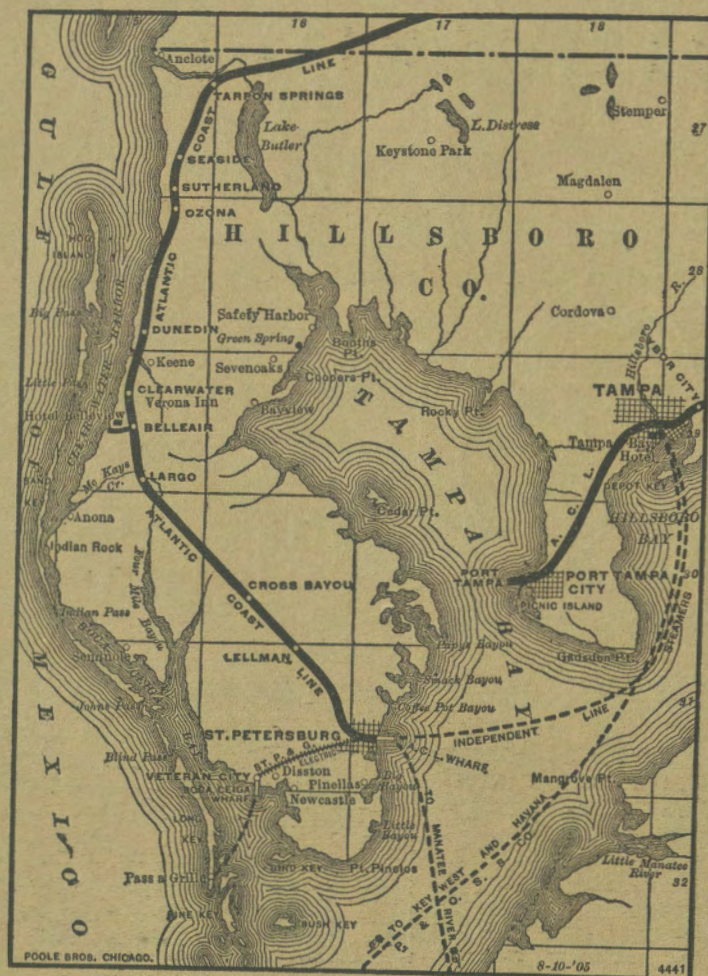
ILLUSTRATED & DESCRIPTIVE



St. Petersburg  
Florida

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The Pinellas Peninsula and the A. C. L. Road

Illustrated and Compiled by  
Wm. S. Kline & Co.  
Kinderhook, New York

Press of  
Band & White  
Spartanburg, S. C.



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*Xmas Greetings from*

THE  
CITY OF

ST. PETERSBURG  
IN 1908  
ILLUSTRATED

SUNSHINE  
AND HEALTH



THE SOUTHWARD BOUND.

*When the norther sweeps from the po-  
lar deeps,  
And the boughs are stripped and bare,  
Then I haste away from the clouds of  
gray  
To a country bright and fair.  
By the speeding ship or the flying train  
I flee to the land of flowers,  
Where the summer smiles over miles  
and miles  
Of rose and jessamine bowers.  
  
The winds may blow and the ice may  
grow,  
And the frozen flakes may fly,  
But I'm southward bound to a sunny  
sea  
All under a turquoise sky.  
Where the tarpon glides with his silver  
sides  
In the depths of the crystal tides,  
And the hunter's boat in the reeds  
afloat  
For the teal and the mallard bides.  
  
Oh, the stormy day for the folks who  
stay,  
And the blizzard's bitter cold,  
But for me the shades of the Ever-  
glades  
And the trees with fruits of gold!  
For Florida waits by her rose-wreathed  
gates  
With the callas on her breast,  
With the rare perfumes of a thousand  
blooms  
To welcome the Northern guest.  
—Minna Irving.*

ST. PETERSBURG, FLORIDA.

A Review of its History and Advantages.

Situated on the West Coast of Florida, on the Pinellas Peninsular, lapped on three sides by the warm waters of the Gulf of Mexico and Tampa Bay, the "Sunshine City" enjoys a climate proven by weather bureau records to be the most equable in the United States, pleasantly mild when other regions are cold.  
Here is the one resort where everybody can bathe, boat and catch fish to their heart's content, or "laze" amid all the luxuriant beauty of the tropics. St. Petersburg is a modern city of nearly 4,000 inhabitants and more than twice



MOONLIGHT ON TAMPA BAY.

*When the moon's light shines over  
Tampa Bay,  
Guiding the mariner on his way,  
His ship sails on o'er a silver sea,  
Leaving its white crest wake to lee.  
  
With sails all set like a flying bird,  
Sailing on, not a sound is heard,  
But the lap of the wave; the toll of  
the bell  
Tells the hour of night, and all is well.  
  
Like a spectre grim in the moon's  
bright sheen  
Gulf left behind—the forts between,...  
But on she sails; like a guiding star—  
The helmsman steers by the lights afar.  
  
The port is seen by the moon's bright  
light,  
The haven of rest for the barque to-  
night,  
The twinkling lights, the glittering sand  
Welcomes the tourist from every land.  
  
And St. Petersburg basks in its silver  
light,  
Like snow the house-tops and streets  
are white,  
But the moon travels on in its billowy  
dream  
As the maid smiles down on the beau-  
tiful scene.  
—Will S. Kline.*

*Oil Store Class of Tourists.*



FISHING FROM A. C. L. RAILROAD PIER





FIRST M. E. CHURCH, SOUTH

as many winter visitors. Many are the conveniences and advantages; such as paved streets—100 feet wide—and cement sidewalks; electric light and railway; telegraph, telephone, railroad and steamboat facilities; a city hall; a paid fire department; perfect sewerage system; pure spring drinking water, which during the Spanish-American war was used exclusively by the United States government for the troops stationed at Tampa. Two public parks, three free piers, each a half a mile long; an auditorium, two theatres, a free reading room; a mid-winter Chautauqua; a mid-winter exposition of Florida products and curios; a country club and golf links.

The splendid schools—the best in the South; and fine churches are objects of just pride as well as the well-equipped stores, first-class hotels and boarding houses and the many beautiful homes among palm, palmetto, and the loveliest flowers.

Surrounded by orange and grapefruit groves, and flourishing gardens; and gay with the blossoms of the Cherokee rose and unnumbered other wild flowers and plants, St. Petersburg By-the-Gulf-Stream possesses all the comforts and conveniences of the North, together with the healthfulness, the balmy climate and the hospitality of the South. A place of beauty for the tourists, a haven of rest for the health-seeker; a land of undeveloped resources and endless possibilities for such as seek a home in a genial climate.

#### HISTORY

The growth of St. Petersburg is an incident in the life of New Florida. In 1876 General Williams, of Detroit, Mich., came into possession of several thousand acres of government land, but did not come to Florida to live until 1886, but held his property intact until 1888, hoping to induce some railroad to come this way. The opportunity came and the contract to build

## ST. PETERSBURG

### Queen of the Sub Peninsula

*Like an Empress reclining in rose glade,  
Now sporting in sunshine, now resting in shade,  
Saint Petersburg basks in her cradle of green,  
While the waves of the Bay lave the feet of their Queen!*

*Her feet lightly rest on the lap of the Bay,  
While the Gulf waves his tribute of homage always,  
And the trade-winds blow softly in health-giving breeze,  
Or dance glad ricochet thru the evergreen trees.*

*Huge Pelicans dive in the breast of the Bay—  
By graceful manoeuvre securing their prey,  
Audaciously fearless and bold, yet serene—  
Protected by law—protégés of the Queen.*

*And far in the distance, with canvass unfurled,  
Float palaces, freighted from marts of the world.  
Soft breezes dance lightly thru cordage and sail  
That dreamily sway like the folds of a veil.*

*Saint Petersburg! Favorite child of the sun!  
Her fame is well earned—her honors well won.  
They are born of the breath of life-giving ozone  
That she ever inhales from the Architect's throne!*

*She is fair as a sea queen and healthfully pure,  
No fateful miasma her breath can allure—  
Fair and sweet as the angels of light ever trod  
Are her groves basking green in the sunlight of God!*

*Her garments are woven of emerald green,  
And the bloom of the orange is crown for our Queen.  
Her breath is as fragrant with perfume of rose  
As the odor of sweets that from Araby flows.*

*Then hail to Saint Petersburg! Beautiful Queen!  
Whose radiant throne is perpetual green!  
All hail to this clime where the soft breezes blow,  
This beautiful land where the pineapples grow!*

—Bellona Brown Havens.

Saint Petersburg, Fla.

the road was let to a party by the name of Demens, who was a Russian. Some of the interested parties were Mr. Armour, Mr. Drexel, and others. The question has often been asked and may be again where did the name come from: The contractor was permitted to give the name and, being a Russian, had a natural pride in St. Petersburg. General Williams

named the first hotel the Detroit, after his birthplace. Up to 1888 the only communication with the outside world was by sail-boat, which carried the mail semi-weekly across the bay to Tampa.

In 1890 the population was . . . . . 271  
In 1900 . . . . . 1,575  
In 1907 . . . . . 4,000

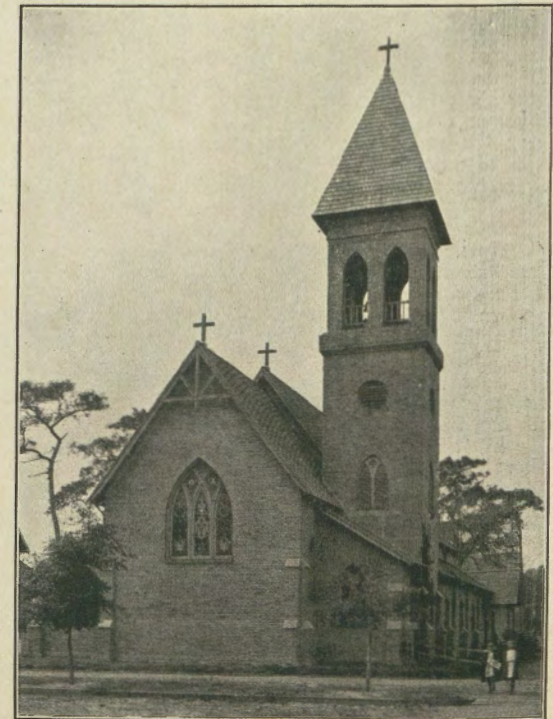
During the past season there has been over ten thousand tourists who have sojourned in the community of from one day to four months. The postoffice receipts have made rapid strides each year, and during the tourist season a delivery system is in operation. For the past four years the receipts were:

1904 to 1905 . . . . .	\$ 7,950 00
1905 to 1906 . . . . .	10,077 00
1906 to 1907 . . . . .	11,587 00
1907 to 1908 . . . . .	13,473 00

#### TODAY

St. Petersburg is two hundred and seventy miles south of Jacksonville, about twenty across the Bay from Tampa, on the eastern side of the Pinellas Peninsula, a narrow strip of land half way up the western Florida coast, stands St. Petersburg, on a bluff overlooking Tampa Bay.

Beautiful for situation is a claim allowed by all who have been here. Salt water surrounds her on three



ST. PETER'S EPISCOPAL CHURCH

*By the Sea.  
Oh! whether the weather be foul or fair  
We always purpose to be there—  
And listen to the opening prayer  
Sister and I*





FIRST M. E. CHURCH

sides, while to the north tall pine woods guard from chilling winter winds. West from the town stretch magnificent orange and grape fruit groves, fine vegetable gardens, interspersed with whispering pine trees and feathery palms and palmettos, un'til, only four or five miles away, beat the waves of the Gulf of Mexico.

#### CITY CONVENIENCES

The city has brick and rock paved streets, asphalt sidewalks, electric lights, telephone system, street cars, water works, sewage, paid fire department, theatre, two public parks, and many of the benevolent and fraternal orders, the finest auditorium building in the South, two national banks, three newspapers, all the trades, businesses and professions represented. There are three business streets the principal one of which is Central avenue which is situated in the center of the city and flanked on both sides with modern up-to-date stores and buildings which compare in every respect with those in the most metropolitan centers. The city is as near a model town as one can expect to find, and its citizens represent every State in the Union and is settled by more Northerners than any other town in the South, the colored population being only eight per cent., and are located in a community by themselves.

#### ATTRACTIONS

To occupy time and interest of the tourist are the prehistoric shell mounds, the famous shell fence, the drives through the pine woods, visits to the orange groves, trolley rides to Veteran City on Boca Ceiga Bay, and thence by boat to Pass-a Grille, the popular resort on the Gulf of Mexico.

There are salt water bathing, rowing, sailing, shell-gathering, charming beach strolls, excursions to Tampa, Manatee River point's, Cuba, the Government reservations at Forts Dade and Desoto, the quarantine station and lighthouse at Egmont Key, etc. Hun-

dreds enjoy themselves fishing; some regular winter visitors even help make expenses by their hook and line, the wholesale fish houses buying their catches.

The city itself, with its charming homes and wealth of tropical vegetation, is full of interest. An hour or so can be pleasantly whiled away at the free reading room or in the curio shops—veritable museums, each with its collection of live alligators, snakes, birds, animals and fish.

The Country Club offers the use of its club house and golf links, tennis courts, etc. There are good roads for automobiling. One, especially, lies through a charming orange belt, and by traveling a couple of miles further through the pine woods it brings you to Veteran City on Boca Ceiga Bay, where the Gulf Casino, a large pleasure resort on the trolley company's pier, has a fine dancing floor and other aids of amusement.

Each February there is a Midwinter Fair, followed by a Chautauqua lecture course which covers a

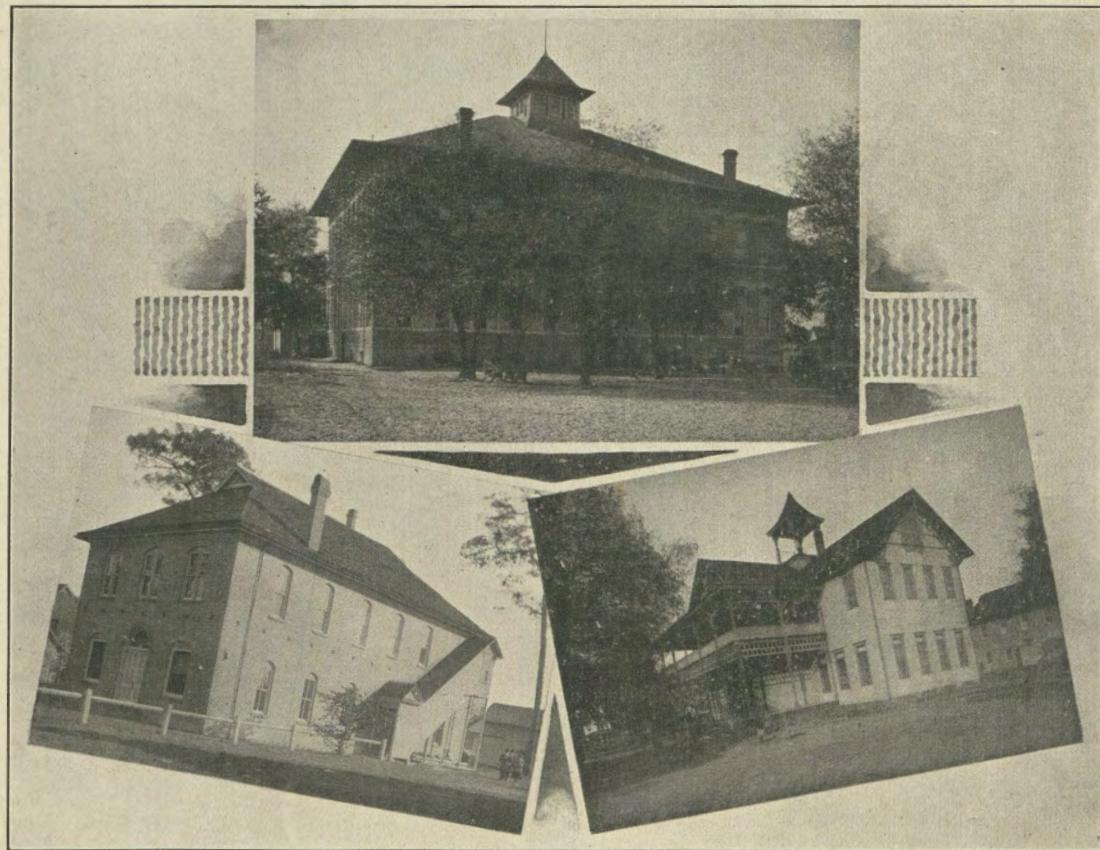
period of one month. The wide-open hospitality of St. Petersburg's people is one of the town's principal charms. No visitor need feel a stranger; a couple of days in St. Petersburg gives a wider acquaintance than weeks do elsewhere.

#### HOTELS

The hotel accommodations are of the best with moderate rates, some of the larger ones are The Huntington, Hollenbeck, New Manhattan, The Detroit and The Chautauqua, besides which there are numerous smaller ones as well as a great many boarding houses, several new large hotels are to be built during the coming season.

#### ORGANIZATIONS

The majority of the various secret and fraternal societies are represented here. The Board of Trade is an organization of representative business men and citizens, it is a hustling association and one that does things, and was formed for the purpose of encouraging enterprises to locate here as well as settlers,



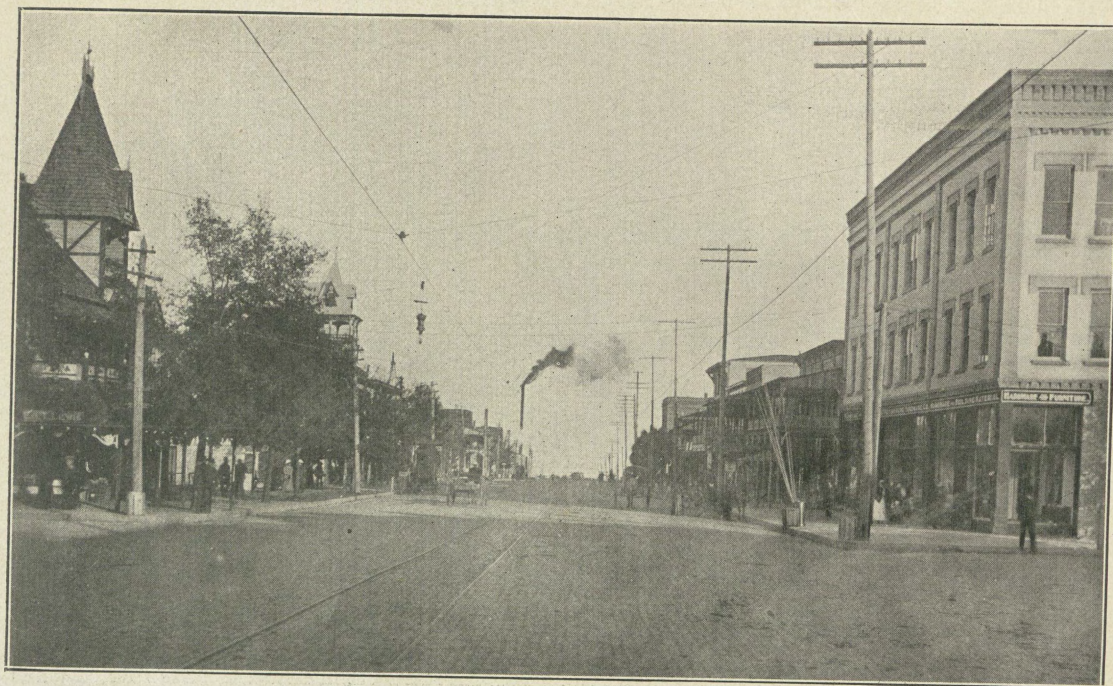
A GROUP OF ST. PETERSBURG SCHOOLS

Manual Training School

Normal and Industrial School

Graded School





CENTRAL AVENUE, EAST FROM THIRD STREET

and to proclaim to the world at large the value of St. Petersburg as a place for the health-seeker and the tourist in search of recreation and sport.

#### SCHOOLS AND CHURCHES

The schools of St. Petersburg are the pride of the city, and are recognized as amongst the best in the country. The present system dates back to 1894 when a building containing six rooms and a large assembly hall was erected. In 1898 the school had 172 pupils and five teachers, including the principal. In 1901 it had outgrown its quarters, and the city erected a commodious eight-room brick building. It was supposed that this building would meet the needs for years to come, but in 1905 it was necessary to find additional room, and since that time the high school is located in a temporary building awaiting the erection of an adequate and modern high school building.

In 1900 the High School was organized, offering a three years' course of study. In the same year a fine two-story brick manual training building was erected and equipped with the most modern equipment. In this year also the cadet company and the physical culture classes were organized and equipped. In 1901 also a magnificent auditorium and gymnasium was erected. This building is of brick and has a clear floor space, without a pillar, of 80 by 150 feet. All of this was made possible by the munificence of a private citizen, who has done a great deal toward building up the schools.

In 1901 a Normal Department, and in 1902 a splen-

didly equipped Domestic Science Department were organized, and the higher departments are now known as The Normal, Industrial and High School. In 1902 also a printing equipment was added to the manual training plant.

The Kindergarten, though established as a private institution somewhat earlier, is since 1905 an integral part of the school system, supported by public funds. It enrolls over 70 children, and has three teachers. The kindergarten is in a building by itself.

Thus from a small beginning in 1894 the school has grown to a model system which includes a kindergarten, graded school, high school having a four years' course, with Normal Department, Manual Training, Music, Domestic Science, Physical Culture, Cadet Company, a fine Library, a good Laboratory and Orchestra, a Drum Corps—all thoroughly equipped throughout. From less than 200 children it has grown to 850, one hundred of whom are in the High School, and from a few teachers and one building to a faculty of 25 teachers using six buildings.

The celebration of Washington's Birthday by the schools of St. Petersburg is not equalled anywhere in the country. Indeed, it has attained a national reputation, and each year attracts thousands of tourists from various parts of the State, and is made a gala day by the business men and others throughout the city, which is decorated in a beautiful manner in honor of the occasion.

(CONTINUED ON PAGE 24.)

ED. T. LEWIS—Dealer in Fancy and Staple Groceries, Wholesale and Retail. Corner Third street and Central avenue. A man's history is best written by himself, and so the story of the rise of Ed. T. Lewis in the commercial life of St. Petersburg is best told in his little booklet entitled, "A Story of Progress." The business, which is now the largest of its kind on the Pinellas Peninsular, began in an humble way in 1888, and in 1895 the present structure was built and continually added to, and at the present time the main store is 40x100 feet in dimensions, with a large brick warehouse in the rear. The stock carried is the largest in the city, and includes everything likely to be found in any modern, first-class grocery, and sold at most reasonable prices, considering the quality of the goods for sale, as everything is sold with a guarantee. Besides the general line of groceries, a large business is done in hay, grain and feed from the warehouse, and a mail order business is one of the features of the firm. A specialty in groceries is made of the Royal Scarlet brand of goods, Curtice Brothers' Preserves, and the Battle Creek Sanitarium Products. The large business done requires the constant employment of twelve people, while four wagons are engaged in taking orders and making deliveries, which covers not only the city proper but all of the adjacent territory. Mr. Lewis is a native of New York and a man in the prime of life, and besides being a city councilman is known as a hustler by his business associates, who look upon him as one of the city's most progressive merchants, and one who always has the city's interests at heart.

BOSTON STORE—Dealer in Millinery, Silks. Fancy Goods and Ladies' Furnishings. 359 Central avenue. As a first-class establishment of this nature there is no finer one on the West Coast than that conducted by Miss Allie I. Goodwin, which has been established here for the past four years and has gained in greater popularity each year. The stock carried comprises everything pertaining to a store of this character, being up-to-date in all the latest creations known to the business.



SHELL FENCE





INTERIOR OF SHELL GROTTO

display maintained is a fine one at all times, while at the general openings each season no better styles or becoming arrangements can be seen in any of the larger cities. The store is centrally located, being next to the postoffice, and is always handy to the hurried shopper, while several assistants are always at hand to wait upon you and help you in all your selections. Miss Goodwin is a native of Boston, Mass., and brings with her to St. Petersburg the necessary experience to fit her to ably conduct a business of this nature.

W. H. JONES—Fancy Groceries, Selected Meats, Oysters, Fish, Fruits and Vegetables. 149 Central Ave. Phone 2-B. This business may truthfully be designated as one of the best and most prosperous in the city. The store is finely fitted up with the most modern fixtures, and the display of meats, fish and poultry is always attractively arranged, while the sanitary conditions leave very little to be desired. The business was established by Mr. Jones a little over a year ago, and he has met with the best success that could be accorded, and has attained it through his untiring zeal and perseverance to the most minute detail. The business done at the present time requires four people, and a wagon for delivery, and a motto of the house is to deliver goods on time. Nothing but the best qualities of beef, veal, mutton, lamb and pork are offered patrons, and the poultry, fish and oysters are above reproach.

GEO. N. SARVEN—Fine Dry Goods and Millinery. 310 Central Ave. The desirability of any city as a place of residence is largely determined by the character of its retail establishments for supplying personal needs at popular prices. That the people of St. Petersburg are as much favored in this respect as the populations in the larger cities is at once apparent upon a visit to the dry goods store of Geo. N. Sarven. This business was only recently opened with an entirely new and up-to-date stock, and the interior arrangements are all in harmony with the general character of the store, which is one of the best representations of up-to-date

progressiveness as portrayed in St. Petersburg. The proprietor is a business man with tact and foresight, and readily observed that in order to attract a first-class trade a store must be conducted in accordance with the demands of the class of people to whom you cater, and in this respect Mr. Sarven met with quick popular approval. The store occupies one of the best sites in the city, and is 30x75 feet in dimensions, with every advantage for a fine display of goods. Several clerks assist the proprietor in the conduct of the business, and courtesy is one of the principal mottoes of the store.

THE WELLER HARDWARE COMPANY—Dealers in Sash, Doors and Building Materials, Paints, Glass, Household and Sporting Goods. 337 Central Ave. For three years this business has held a leading place among establishments of its kind in St. Petersburg, and is known as one of the most reliable places in the city to trade with. The stock carried contains a wide range of goods in their line, and the most moderate prices prevail at all times. The store occupies the entire main floor of the building at the above address, and the stock is so arranged as to help the prospective purchaser in readily finding that which he desires, thereby saving time and trouble. A force of five people are employed to wait on the trade, and they spare no effort in trying to please their customers.

The business is under the management of Mr. George Weller, who has had many years' experience in this line of business, and is a merchant who has always been held in the highest esteem by his fellow business men and the public at large, and the quality of the goods he handles are of the best, and no guarantee is required as to their value.

CHASE & LINDSEY—Contractors and Builders. Postoffice Box 215. Office Wood Block, Rooms 10. In the short while in which this firm has been in business in St. Petersburg it has ably demonstrated its capacity in all lines of building construction, whether in wood, stone, brick, or concrete, and have done the best jobs along this line in the city in the time in which they have been here. The members of the firm are both experienced men themselves and give employment to from ten to twenty men, according to the size of contract undertaken. Messrs. J. Frank Chase and J. F. Lindsey are gentlemen who take a personal pride in their work, and give their undivided attention to see that all contracts undertaken by them, whether small or large, are performed in the best manner possible, and this fact has been a potent one in the material success of the firm. Some of the prominent work done by them since locating here are the following: Dr. T. P. Welch's building, Gallaher Building, and the residences of C. C. Baum, C. E. Kemp, H. A. Kellam, and the Misses Donnell and Kincaid.



CENTRAL AVENUE, EAST FROM FOURTH STREET





CENTRAL AVENUE, WEST FROM FOURTH STREET AND POSTOFFICE

**BONNIWELL & SON, ARCHITECTS.**—Rooms 11 and 12 Wood Block. Tampa Office, Jackson Bldg. An important factor in the growth and development of any city is constituted by those men who plan its buildings—the architects. Messrs. Bonniwell and son have been engaged in this work in St. Petersburg for two years and can point with pride to some of the most beautiful buildings in the city as specimens of their work, namely Dr. Welch's building, St. Petersburg Hardware Co. building, the Bungalow, on North Fifth avenue and Second street and many others not only in St. Petersburg but in Tampa as well. A specialty is made of residential work and many of these are gems of architecture and unique in point of design and finish. The members of the firm are J. C. Bonniwell and his son J. J., both of whom are men of long training in every branch of the art. Their offices at the local address is well equipped with all the paraphernalia necessary to the conduct of the business.

**STAR LUNCH**—418 Central Avenue. H. G. Hammond, Prop. Among the newly established business houses of the city we take pleasure in calling attention to the Star Lunch room which was opened for business here the first of the year and has acquired a very fine reputation for cleanliness and good cooking while the service is such as the most impatient person could not complain. The prices here are in accordance with the most popular in the metropolitan centers and this fact alone has been a potent factor

in making the place a popular one for the tourist and many of the local merchants. In the general conduct of the business several assistants are employed besides the proprietor who is an experienced man in this line of work. The dining room has a large seating capacity while a number can be accommodated at the counter. Give this place a trial and be convinced of its merits to obtain your patronage.

**MITCHELL, THE SAND MAN.**—Dealer in Sand that pays. Building lots, orange groves, and truck lands. Noel A. Mitchell, office Mitchell Block, Central Avenue and Fourth street. As a promoter of real estate in St. Petersburg and the surrounding community there is no one more enthusiastic over the city's realty value and growth as demonstrated each year in the increase in value of property here than the gentleman whose flaring signs are observed all over the city and is the best advertised individual in Florida with his office at the above address. In the five years in which Mr. Mitchell has been showing up the value of St. Petersburg to the country at large he has handled some of the largest realty deals in the city and has been instrumental in getting many people with capital and push to locate here. Lands of all kind are listed with him for sale and sold to the best advantage for the owner and the buyer as he is an authority on realty value all over the Peninsula but withal makes a specialty of city property. Mr. Mitchell is prominent in business circles, presi-

dent of the Board of Trade, and has the confidence and esteem of a large number of property owners whose agent he is and has a reputation for strict reliability in all business dealings.

**O. B. McKENZIE**—Funeral Director and Embalmer, 466 Central Ave. Phone connections. Mr. McKenzie has been located in this calling in St. Petersburg since last October, and he is respected and well liked in the community. He is admirably equipped to assume entire charge of all funeral ceremonies, and has obtained a good share of the business of the city in this line. The office and salesroom at the above address are nicely fitted up and he has on hand at all times a large stock of all goods incident to the profession—caskets, coffins, funeral furnishings, etc.

Mr. McKenzie saves his patrons all unnecessary outlay, and carries out instructions to the minutest detail. Interments are made in the local cemetery or bodies are prepared for out-of-town burial. In this department of the business he is ably assisted by Mr. C. R. Bliss, who is a licensed embalmer of several years' experience, and understands every detail of the profession.



A GRAPEFRUIT TREE





HOTEL HUNTINGTON

**HOTEL HUNTINGTON**, C. S. Hunt, Proprietor. Situated amidst the most charming environments, the "Hotel Huntington" commands the admiration of the tourist to St. Petersburg. The Huntington is situated in the best residential portion of the city at the corner of Fourth Avenue and Second Street, north, and commands a beautiful view of the surrounding country with the water of beautiful Tampa Bay adjacent and near to the finest orange groves. The Huntington is situated on the highest elevation in the city, is a new hotel, attractive and homelike in character, built in the midst of a small orange and grapefruit grove, and constructed with a special reference to making it a comfortable as well as an attractive house for winter sojourners in South Florida. The interior of the building is finished in hardwood throughout, with the office, writing, smoking, and amusement rooms and sun parlors on the first floor, and the pool room and shuffle boards in the basement. The hotel has been open to the public for seven years and in all that time no guest has ever left its shelter without a longing look behind and a vow to return again. Mine host C. S. Hunt has had many years experience as a hotel man in the North and no guest ever enters his house but what he is well cared for.

**A. F. MILLER**—Dry Goods, Notions, Ladies' and Gents' Furnishings, and Shoes. 319 Central Ave. Among establishments of this kind in the city none deserves the credit and general patronage of the public more than that of Mr. Miller, who since he began business here four years ago has attained a very prominent place among the merchants of the city not only for his progressiveness, but for his high standard of business principles. This store is headquarters for all ladies' dress goods and embroideries and gentlemen and ladies shoes of fine quality, and the stock carried contains a large and varied assortment of things in this line. Besides being actively engaged in the business himself Mr. Miller employs several clerks all of whom are energetic and polite in their treatment of customers at all times, and try to make this store your store.

**THE GULF NOVELTY WORKS**—Manufacturers of Mouldings, Turnings, and Scroll Work, Mantels, Rough Lumber and Mason's Materials. S. S. Goffin, Proprietor. This business located here two years ago and quickly won for itself a place in the industrial life of St. Petersburg. The plant and yards covers a space 150x200 feet and the business done gives employment to six people and two teams used for hauling. The plant is equipped with up-to-date machinery for all work required and estimates on building material is of the lowest, a large stock of material always being

on hand to supply rush orders at all times. The plant has a fine location on the A. C. L. track and is in a position to fill all out of town orders quickly. Mr. Goffin is an experienced man in this business and knows the demands of the local contractors well and always tries to meet their expectations in whatever they desire in his line.

**WM. A. HOLSHOUSER**—Druggist and Stationer, 321-323 Central Avenue. 'Phone connection, 22. As a druggist of seventeen years' experience Mr. Holshouser is an authority on this subject and does one of the largest businesses in the city in this line, having the facilities and the stock on hand to do so with. The store has been located in St. Petersburg for eleven years, and previous to that time he was in business in Orlando, Fla. The large trade built up here in the time in which the business was established requires his constant attendance and that of five assistants, two of whom are registered prescription clerks. A fine soda fountain of the latest pattern adds to the general appearance at all times. Besides the general line of drugs a fine line of stationery and its essential supplies are also carried, as well as many other articles too numerous to mention. Mr. Holshouser is known as a hustler in his line, and is one of the city's most progressive business men.

**SMITH & NORTHRUP**—Dealers in Dry Goods, Ladies' and Gents' Furnishings, Shoes and Notions. T. J. Northrup, manager. Central avenue and Third street. As a business which has grown with the development of St. Petersburg there is no better example of the city as a progressive town than that portrayed by the above firm which has been in business here for nine years. This store carries a very large stock of all the various lines of goods pertaining to a business of this nature. The business was originally established as a grocery and four years later went into the dry goods and notion line entirely, organizing on a three thousand dollar stock it has yearly increased to where at the present time over fifteen thousand dollars worth of goods are carried and three extra people are employed. The building is centrally located and belongs to the firm, is two stories high and 40x65 feet in dimensions. The members of the firm are Messrs. J. B. Smith and T. J. Northrup, the latter gentleman being the former Mayor of St. Petersburg for two years and previous to that was a member of the Council and President of the Council for one term and is also a director of the Board of Trade and President of the Merchants Association.



A VIEW IN THE PUBLIC PARK





HOLLENBECK HOTEL

**THE HOLLENBECK HOTEL**—Corner Second street and First avenue, north. S. D. Hollenbeck, proprietor. The Hollenbeck Hotel, recently completed and newly furnished throughout, is one of the largest and most convenient hotels in St. Petersburg, situated in a charming location within a block of the bay, of which a beautiful view is always obtained. The building which was completed in December of the past year, is 44x116 feet in dimensions, and is four stories high, with seventy rooms, all of which are outside rooms with all modern improvements, each one containing a large clothes press and the rooms lighted by gas and electricity. The building faces the south and east, with wide porches on each side, giving an open view to the bay, and from this corner the main entrance leads to the office, in the rear of which is the ladies' parlor. Both of these rooms are handsomely and comfortably furnished and equipped with grates. From the office west is a large hall eight feet in width, which leads into the dining room, which is 26x50 feet and lighted by eight large windows and a glass door. The room is tastefully furnished and can accommodate 100 guests. The rates at this hostelry range from \$2.50 to \$4.00 per day, with special rates by the week, while the cuisine and service is of the best.

**A. J. NYE**—Packer and Shipper of Oranges, Grapefruit, Tangerines, and Pineapples. Packing house on the A. C. L. track and Ninth street. Mr. Nye is a native of Michigan, and located in business in St. Petersburg six years ago and quickly built up a popular establishment in the packing business. The name of A. J. Nye on a box of Citrus fruit is a good guarantee of its quality and this fact the large buyers throughout the East and West have come to realize and is one reason why the fruit shipped through his house is always in demand. The building is located to facilitate a quick handling of all fruit to be marketed, being on a switch of the A. C. L. road and is equipped with all the apparatus to handle the fruit quickly and get it to market. The building is 80x100 feet in dimensions and the business during the season gives employment to from 25 to 50 people.

**PAUL HORNLEIN'S CAFE AND POOL ROOM**—230 to 238 Central avenue. As a place to appease the cravings of the inner man and for a good smoke, and a quiet game of pool this is the place to go and get it, and where you will be treated right. This cafe has been a popular place for the men of St. Petersburg and the many tourists who annually visit here each year. Here all the famous concoctions known to the jolly good fellow can be obtained and put up by bartenders who know every wrinkle of the business. The cafe is centrally located and fitted up in a manner that is very

attractive with mirrors and oak fixtures. A fine line of all the best brands of wines, liquors, cordials, and cigars are always carried in stock, and besides the bar a good family trade is carried on. The pool room is located in the store adjoining, and several fine tables are at the service of the patrons. Mr. Hornlein has conducted this cafe for several years and has made a good success of it and is known about town as a hail fellow well met.

## ST. PETERSBURG SANITARIUM

200 Second St. North

This institution, which is the only one of its kind in St. Petersburg, was opened in May of last year for the care and treatment of Medical, Surgical, Gynaecologic and Obstetric cases. The institution is governed by the physicians and surgeons of St. Petersburg, and the methods observed as to treatment and operative work are strictly scientific. The sanitarium is a new and handsome building, with all modern improvements, and was erected expressly for the purpose. The rooms are large, airy, and command most beautiful views of Tampa Bay, the docks, and the city. Wide balconies and verandas provide for open air and exercise, and roomy halls make comfortable lounging places for convalescents. It is the effort of the institution to give patients every comfort obtainable at home, with the addition of the latest scientific aids to combat disease. The sanitarium is under the immediate management of the superintendent and head nurse, with a corps of help in all departments fully adequate to the demands.

### STAFF

#### DEPARTMENT OF SURGERY AND GYNAECOLOGY

Jno. D. Peabody, M. D., Chief of Staff

#### Attending Surgeons

J. A. Childs, M. D.

H. M. Axline, M. D.

#### EYE AND EAR

J. A. Childs, M. D.

#### SUPERINTENDENT OF NURSES

Miss Rachel Kidwell

#### DEPARTMENT OF INTERNAL MEDICINE

Thomas P Welch, M. D., Chief of Staff

#### Attending Physicians

H. A. Murphy, M. D.

J. L. Taylor, M. D.

D. H. Jones, M. D.

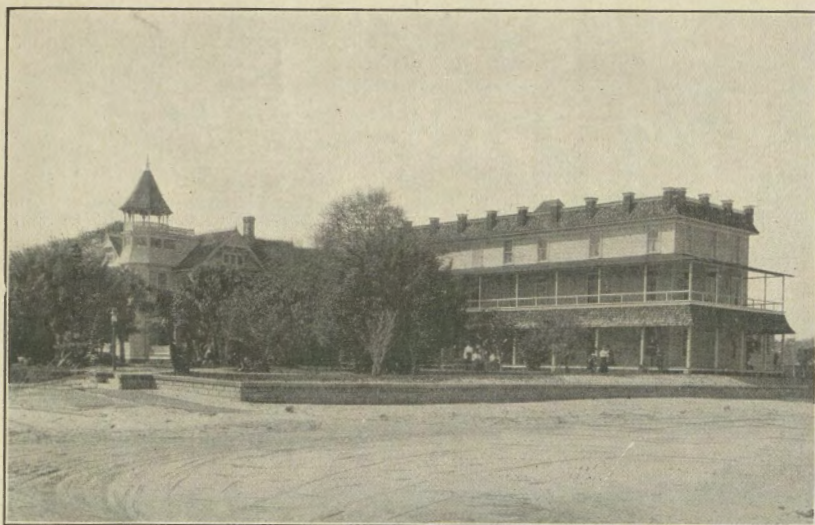
#### SUPERINTENDENT AND BUSINESS MANAGER

Mr. W. P. Avery



ST. PETERSBURG SANITARIUM





THE MANHATTAN HOTEL

**THE MANHATTAN HOTEL**—Open from December to May. The Manhattan Hotel is located on South Fourth street, corner of Fifth avenue and situated on a high prominence overlooking the bay and surrounding country and within five blocks of the postoffice. The neighborhood is quiet and secluded, removed from the noise and jar of commercial traffic. The grounds comprise a five acre tract of land planted with tropical trees, ferns, and flowers, and a fine orange grove. The Manhattan was open to the public in January, 1907, and quickly rose into popular favor, under the management of W. H. Adams of New York. The hotel is thoroughly homelike and comfortable, the older building was the former home of Gen. Williams and one of the first residences built in St. Petersburg and at that time one of the show places of the city, the interior is beautifully decorated and finished in hand-carved hard woods. The house has fifty fine sleeping chambers comfortably furnished and all modern improvements with wardrobes and running water in each room. A large force of servants are engaged, all of whom are competent and courteous in caring for the welfare of guests and this fact has been a potent factor in making the Manhattan one of the most popular hotels in the city.

**ST. PETERSBURG ELECTRIC CONSTRUCTION CO.**—H. W. Platt, Manager. 133 Central avenue. Though established but six months this firm has already won a prominent place in the business annals of St. Petersburg owing to the quality of the work which they perform, which is thorough in every respect. Mr. Platt is a native of Pennsylvania and is a skilled workman himself and gives employment to several men who are also efficient in every branch of the trade. Since locating here they have done some of the most prominent contracts let during this time, and from the grade of work done and the well merited approval which it received the success of the business is assured. The firm carries in stock at all times a large line of electrical goods of all kinds, consisting of bells, batteries, wire, dynamos, chandeliers, general fixtures and all other goods pertaining to a first class business of this nature.

**C. J. GODSEY**—Plumbing, Tinning, Steam and Gas Fitting. 415 Central avenue. In the six months in which Mr. Godsey has been located here he has acquired a reputation that is the envy of many of the older established firms of the city, but has only done so through the thorough manner in which his work is done which has met with such approval as to bring to him in the short while he has been located here more work than the average new comer to a place is generally accorded. He is a man of many years experience at the trade and is assisted by several skilled journeymen. He is a native of Tennessee, in which State he was formerly located in business. The shop

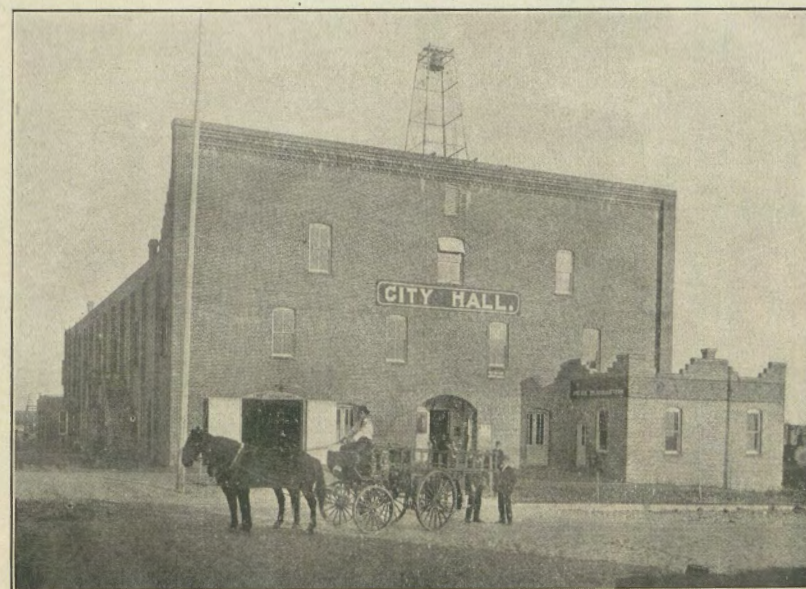
at the above location is well equipped for all manner of work of this nature and the stamp of merit is maintained on every job that he completes.

**ST. PETERSBURG BEEF CO.**—Wholesale and Retail Fresh Meats of all Kinds. 216 Central avenue. Richard Strada, Manager. This place of business is an old one, having been in operation here for fifteen years and is growing more and more popular with the people every year. All the finest fresh and salt meats may be obtained here at all times, together with any kind of poultry and game in season. The business transacted here requires the assistance of three people who know the trade well and can satisfy the most fastidious with the choicest cuts on the market. Mr. Strada is a native of Florida and is always careful to see that his place presents a neat appearance at all times. The fixtures are modern in every respect and the ice box is always kept in a sanitary condition. Orders are called for and delivered to any part of the city and a wagon is kept busy at this work all day long.

**L. A. KLUTTS**—Dealer in Staple and Fancy Groceries, 450 Central Ave. 'Phone No. 81. The proprietor of this modern establishment is a native of Missouri, and is the third oldest grocer in the city, having been located here for nearly ten years, during which time he has built up a very large trade, which reflects great credit upon his able management and progressive methods. The premises occupied are large ones and amply arranged to afford a fine display of stock, which consists of everything in the way of teas, coffees, spices, canned and bottled goods, and green and dry vegetables, all of which are sold at prices to meet the public approval. Mr. Klutts is one of the most progressive merchants in St. Petersburg, and always takes an active interest in all that pertains to the advancement of his adopted city.

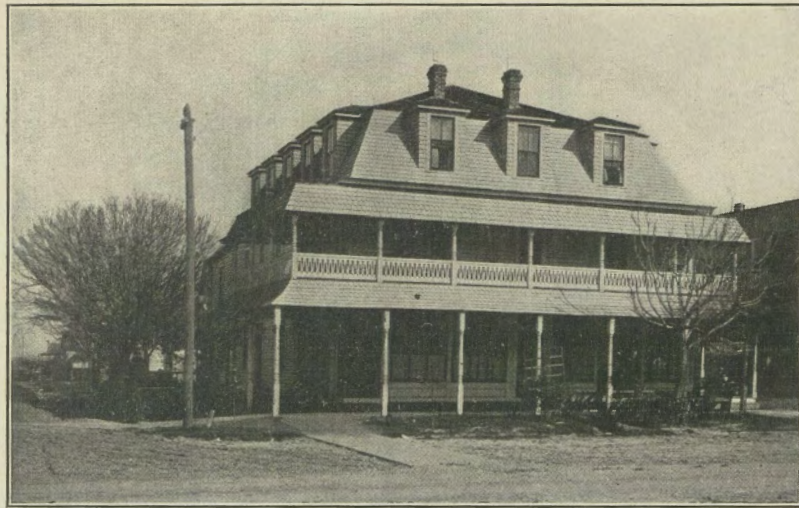
**ST. LOUIS PRESSING CLUB**, 132 Central avenue, is the old place of Joe Pierce. It was recently bought out by Chas. Colyer & Bro., of St. Louis, Mo. They are both graduates of one of the best industrial schools in America, and are two of the best workmen on ladies' and gents' clothes that have ever been placed before a discriminating public. They have remodelled the oldest place of the kind in St. Petersburg and installed the latest machine for steam cleaning. Use no hired help. All work given personal attention, cleaning and pressing, steam and French. Ladies' work a specialty. A cordial invitation is extended to everybody with dress pride.

CHAS. COLYER & BRO., Tailors.



CITY HALL AND FIRE DEPARTMENT





THE CHAUTAUQUA HOTEL

THE HOTEL CHAUTAUQUA—T. H. Wilcox, proprietor. Fourth street, North and First Ave. No more popular hotel exists in St. Petersburg than the well-known Chautauqua, which has been established here for over six years, and every season has to turn guests away from its doors. The hotel is located half a block from the business street and within a few doors of the postoffice, opposite the public park, and within four blocks of the bay from the porches of the hotel the water is clearly visible at all times. The Chautauqua is an all-the-year-round hotel, neatly kept, with all the modern improvements of the day and a force of competent and obliging employees. The house contains twenty-one large and airy rooms, all of which are outside ones, are comfortably furnished, and always present a cheerful appearance. Besides the main building, three cottages are at the service of the proprietor to accommodate the



INTERIOR VIEW OF A. NORWOOD'S DRY GOODS STORE

overflow each season, and besides the many regular boarders a specialty is made of table board, and this feature of the house is a big drawing card with the cottagers in the vicinity, while the fame of the Chautauqua as a social centre is known by all who make their annual sojourn in St. Petersburg.

ARTHUR NORWOOD—Dry Goods, Clothing, Hats and Shoes. Central Ave., corner Fourth St. 'Phone connections. Mr. Norwood has acquired the title of one of the most progressive merchants not only in St. Petersburg but in South Florida as well, and in this the public at large is not amiss. He is a native of England, and is progressive to the most up-to-date detail, and his establishment is looked upon as the leading emporium in this section of Florida, and is the largest store of its kind in the city, carrying an immense stock of all the latest styles and ideas in women's wear and dress goods, as well as notions and clothing. The business has been established in this city for about nineteen years, and is the oldest institution of its kind in St. Petersburg, as well as the lowest in price, comparing with prices in the largest cities. Mr. Norwood devotes his entire time to the business, and also gives employment to a number of people, all of whom are overzealous in their attention to customers.



DEEP WATER FOR BIG BOATS—END OF A. C. L. PIER—"PELICANS"

OLIVER EADY—Dealer in Fishing Tackle and Baits. On A. C. L. Dock. As a popular resort for the tourist who visits St. Petersburg there is no place with which he becomes more familiar with than that of the establishment conducted by the above gentleman, which has been in operation here for the last five years. Mr. Eady is a business man who knows how to cater to the sporting talents of the average man, and filled a long-felt want when he opened his place at the above location, which is handy at all times to those who desire to spend the day fishing on the pier or in partaking of the trips afforded by the many launches lying in the bay. Baits and fishing tackle of all kinds are carried in stock, and a specialty is made of Reed Center Cork Floats and Piano Wire Leaders. The business done gives employment to two people besides the proprietor, who is acquainted with all the various methods and devices for catching the elusive denizens of the deep.

THE MARINE WAYS—Successor to Carter & Pope, Central Ave. and Beach Drive. Though established five years ago, this plant was recently reorganized the first of the year, with J. B. Carter, W. B. Pope and C. B. Caldwell as partners. The plant at the above location covers an area of 70x100 feet, and is equipped with every device for building all kinds of sail and motor boats, as well as general repairing of all kinds. The



firm are general agents for many of the leading makes of gasoline engines and other boat equipments, and as experienced men in this line of work they are able to give estimates and build for parties desiring anything in their line at a most reasonable price, saving not only the cost of shipping here but as well the various delays and dissatisfaction in buying in foreign places. Besides the members of the firm, the business done gives employment to five people.

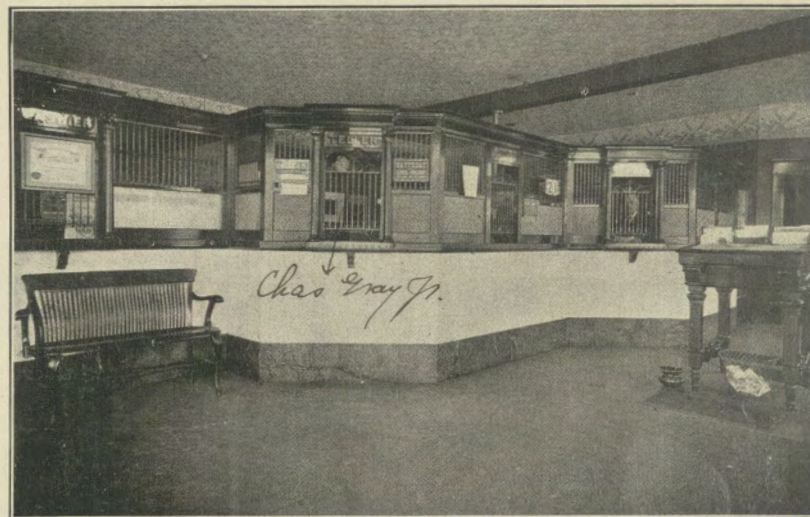
**THE NATIONAL BANK OF ST. PETERSBURG**—The Bank of Personal Service. Corner of Central Ave. and Fourth St. The general aspect of any community is best portrayed by the financial institutions which it has at its command, and in this respect St. Petersburg surpasses many cities of a larger population, and The National Bank of St. Petersburg is known far and wide as one of the best financial institutions in Florida. The bank was organized three years ago with fifty local stockholders, and is strictly a home bank. Its capital when organized was \$25,000, and last March increased it to \$50,000, and at the present time has a surplus of \$15,000, undivided profits of \$3,000, and deposits of over \$350,000. The National Bank of St. Petersburg is depository for the United States, State and County funds, and is known as the largest and strongest bank on the West Coast. The bank owns its building and is thoroughly up-to-date



PREPARING FOR THE MOTOR BOAT PARADE

in all its appointments. The officers of the bank have been connected with it since organization, and are men of integrity and high standing in the business and social life of the city—F. A. Wood, President; W. E. Heathcote, Vice-President, and T. K. Wilson, Cashier; Chas. M. Gray, Jr., Assistant Cashier.

**D. W. BUDD & CO.**—Pharmacists, 512 Central Ave. 'Phone 77. For the past five years the drug store at the above address has been prominently before the public. It is conveniently located and carries in stock everything for the convenience of the purchaser, including all things usually found in a store of this character, such as soaps, toilet articles, perfumery, cigars, drugs, standard medicines and chemicals, as well as photographic supplies, being local representative for the Eastman Kodak Co. The store is equipped with a handsome soda fountain, and here all the popular beverages of the day are dispensed. Mr. Budd makes a specialty of prescriptions, and in the five years in which he has been located here has filled over 32,000 prescriptions, having employed especially for this purpose a prescription clerk who is a graduate of pharmacy. Besides the general line of goods, stationery, newspapers, post cards, and seeds are carried, and an attractive display of all is made in the various departments.



INTERIOR VIEW OF THE NATIONAL BANK OF ST. PETERSBURG

Mr. Budd is assisted in the general conduct of the business by two able clerks, both of whom are experienced men.

**THE EAGLE BAKERY**—Alex. McRae, proprietor. 112 Central Ave. Mr. McRae has been established here since last April, and his business in that short while has grown to such an extent to where at the present time he employs several assistants to help in caring for the large business he has built up. His fine bread, cakes, pies,



INTERIOR VIEW OF D. W. BUDD & CO. PHARMACY





RESIDENCE OF  
H. A. KELLAM

"KEMPHURST"  
RESIDENCE OF C. E. KEMP

etc., which are guaranteed to be made from the purest materials, always find a ready sale. A specialty is made of supplying weddings, parties and receptions with fine cakes and confections. He carries a fine large stock of goods at all times, which is sure to be fresh and of a most delicious flavor. Mr. McRae is a native of New York, and in the short while in which he has been in St. Petersburg he has made many friends not only among his customers but the business men as well, and is progressive in his business methods, adopting all modern principles in conducting the same.

The most courteous attention is accorded all customers, and the patrons of The Eagle Bakery is daily growing, owing to the excellence of its goods and the close attention to the wants of its patrons.



RESIDENCE OF MRS. FRANCES J. EDWARDS

**HERMAN MERRELL**—Attorney at Law, Notary Public and Real Estate Agent. Office No. 106 N. Fourth street, opposite postoffice. Mr. Merrell is an able and competent attorney of over thirty-five years' experience. Much of his professional life was spent in Cincinnati, where he enjoyed a fine practice, embracing real estate, corporation, mercantile and probate law. Since coming to St. Petersburg for permanent residence, he has earned the confidence and esteem of its citizens, and his practice is steadily increasing. The real estate department of his business has been established for about eight months, and has won the confidence and approbation of the public as a thoroughly reliable one and he personally as a gentleman whose word can be relied upon in all business dealings of every nature. His list of properties in and around St. Petersburg contains some of the best bargains in real estate to be found here. Mr. Merrell, while a native of Ohio, has been an extensive land owner here for over twenty years, and is thoroughly familiar with the land of the Pinellas Peninsula, and especially the value of the soil in different sections for the various agricultural purposes, and he is always willing to be of service to prospective buyers here, whether they buy through him or not.

**C. E. KEMP & SON**—Dealers in Stationery, Art Novelties, Musical Instruments, and Circulating Library. 353 Central Ave. The members of this well-known firm are Messrs. C. E. and E. C. Kemp, both of whom have long been identified with the business life of St. Petersburg, having been in business here for the past six years, and are numbered among the city's most progressive business men. The store at the above location is admirably situated to command a fine trade of the many tourists who visit this city, being within a few doors of the postoffice, and the window display is an attractive feature that arrests attention at all times from the casual passerby. The large stock carried comprises everything in the way of artistic souvenirs of Florida and the city, besides a fine line of stationery is carried, in connection with which is handled Fine China and Cut Glass. A circulating library is maintained, and those desiring membership can obtain it by paying a small fee entitling them to the various books of the library.

**MANGOLD & TURNER**—Practical Plumbers, 156 Central Ave. Sanitary Plumbing, Steam Heating and Gas Fitting. The men who possess the "know how" are the men who generally take a place in the front rank in a trade of this nature, and in this respect the firm of Mangold & Turner is a leader. The business is a new one in town, and opened here in February of the present year. The members of the firm are J. A. Mangold and George T. Turner, both of whom are practical journeymen themselves and understand every detail of the business. The work that this firm does will stand the test of time and is at the top notch of work of this nature done in the city, and the commands upon their time are such as to necessitate the employment of two men besides themselves. The salesroom contains a neat display of goods pertaining to the business, and the shop is located in the rear, and is well equipped to carry on all work of this nature, having all the tools essential to the trade.

**S. D. HARRIS**—Groceries, Grain, Feed, Dry Goods and Notions. Central Ave. and Seventh St. Phone 46-B. This well-known grocery house and supply store is one of the largest in the city, and one that has lent it prestige to the advancement of St. Petersburg in many ways, having always taken an active part in all

that pertains to the advancement of the city here for over two years, and always kept. The stock carried is a large and varied one, staple and fancy groceries, hay, grain, dry all of which are sold at the most moderate dimensions of the main store are 30x70 feet the A. C. L. track. From the latter department the large business done here, three wagons are engaged in making deliveries.

**THE RED CROSS PHARMACY**—Presner Central Ave. and Second St. John H. of this modern and very finely appointed place.



A BIRDSEYE VIEW OF ST. PETERSBURG—S

cess in this calling where absolute precision through long and persistent work. His experience enables him to offer to the public icals, rubber goods, toilet preparations, articles, stationery, and periodicals. It is a substitute an inferior article on the public that which you know is the best. You proprietor several clerks are employed, and scriptions filled.

**JACKSON & JACKSON**—Wholesale Dealers. Corner Second St. and A. C. L. track. The warehouse of this well-known firm is



the town. The business has been established kept in the forefront of stores of its kind. One, consisting of everything in the way of dry goods, notions and household supplies, at prices to be obtained anywhere. The other, with a large warehouse in the rear on the waterfront, a general wholesale business is here, giving employment to six people, while deliveries to all parts of the city.

Prescription Druggists and Stationers. Corbin H. Williams, proprietor. The proprietor of this pharmacy has gained a meritorious suc-

cess, and therefore has excellent facilities for the handling of carload lots of all kinds of grains and fertilizers. Getting the benefit of a large discount this way, they are in a position to give their customers the lowest prices for all products of this nature. The business has been established here for six years, and in that time has built up the largest trade in the city and surrounding country, for only the standard of the various products are carried here, and their customers have come to rely upon them for all their needs in this line. Mr. Jackson is known as a hustler among the business men of the city and one whose word can be relied upon in all transactions. He takes great interest in all that is for the good of St. Petersburg, and is one of her most progressive merchants.

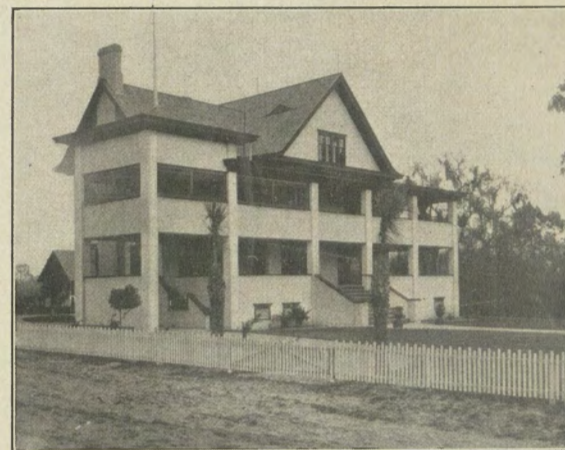
**THE BAYSHORE HOTEL**—Corner Second Ave. and First St., South. This

neatly kept hotel has become very popular in the short while in which it has been open to the public, and quickly built up a very fine patronage, having all during the present season received a very large share of the many tourists who spend the winters in St. Petersburg. The Bayshore is under the management of Mrs. C. C. Burley and Miss Lou Mangold, both of whom are ladies with many years of experience in the hotel business. The house has fifteen large and airy rooms, with all conveniences, and the entire building has recently been remodelled, having new furniture installed and all other furnishings are brand new. The Bayshore is situated but a few blocks from the business centre of the city, and its location is a charming one, facing the bay, within a moment's walk of either of the large piers. The rates here are always reasonable, while a most moderate one is made for tourists for the entire season.

**BUSSEY & WAGGONER**—Undertakers and Embalmers, 318 Central Ave. Residence 451 Central Ave. As the oldest institution of its kind, as well as one of the largest on the Pinellas Peninsular is that of the firm quoted above, which has been established here since 1895, during which time it has grown from a small beginning to its present large proportions, attaining an eminence in the business life of the city won by perseverance and careful attention to details which is the mainspring of perfection, especially in this line of effort. The members of the firm, Messrs. H. P. Bussey and C. Frank Waggoner, are experienced men themselves in this line of work, and all arrangements of whatever nature comes under

their own personal supervision. The salesroom contains a fine assortment of all kinds of funeral arrangements, as well as many handsome photo designs of monuments and headstones. In this latter feature of the business they have become local representatives for some of the largest dealers in the country.

**A. C. L. BATH HOUSE**—Located on the Atlantic Coast Line Dock. Hot or cold fresh or salt water baths. J. D. Fletcher, proprietor. This enterprising establishment has been open to the public for several years, and has been under the able management of the present proprietor for one year. He is a gentleman who knows how to cater to the wants of the average individual in supplying an essential necessity of life. His quarters at the above address are fitted with modern bath tubs of the most approved pattern and all other fixtures pertaining to an establishment of this character. This is the only place in the city where salt water baths can be



RESIDENCE OF MR. FRANK A. WOOD  
President of the National Bank of St. Petersburg

obtained, and this feature has been a strong drawing card and has made the establishment very popular not only with the people of St. Petersburg but a great many of the tourists who spend the winter here. The prices charged are very moderate, only twenty-five cents being charged for a bath, or a ticket good for five baths is on sale for one dollar.

**BOZEMAN BROS.**—Dealers in all kinds of Country Produce. 866 First Ave., South. The proprietors of this well-known establishment are Messrs. R. E. and J. W. Bozeman, who have been in business in St. Petersburg for the past three years, and in that time have become well known for their reliability in all dealing with shippers and buyers, not only in



RESIDENCE OF H. P. BUSSEY



ARG—SHOWING THE CITY AND THE PIERS

precision and minutest detail are a necessity is broad and comprehensive knowledge and public the finest display of pure drugs, chemicals, etc., as well as a fine line of smokers' articles. A motto with this store never to try and bluff with the idea that it is just as good as what you ask for here. Besides the and the utmost care is observed in all pre-

Dealers in Hay, Grain, Feed, and Fertilizer-truck. R. D. Jackson, owner and manager. is located on the switch of the A. C. L.





PRESBYTERIAN CHURCH

of Osteopathy of Kirksville, Missouri, and at her offices at the above address is in a position to give the most up-to-date treatments to all patients whose ills require her services, or if requested, treatment is also given at home.

C. H. LUTZ & SONS—Dealers in Pianos, Furniture, Stoves and House Decorations, 428 Central Ave., Pheil Block. The active and extensive business transacted by this firm was inaugurated two years ago, and today they are the largest and one of the best



CONGREGATIONAL CHURCH

this vicinity but throughout the North as well. Their facilities for handling all kinds of produce is of the best, and they are thoroughly posted on the best market and prices all over the country. Both members of the firm are known as hustlers by the local business men, and in addition to their general business carry a good size stock of groceries and meats. In connection with the general business they are also the proprietors of the St. Petersburg and Gulf Fish Company.

DR. E. ADELYN ELLIS—Osteopathic Physician. Rooms 7 and 8 Pheil Building. Hours 9 to 12, 1 to 4. This estimable lady is a native of Ohio, and has been located in St. Petersburg for two years, during which time she has attained a fine reputation for the excellent treatment she accords to all suffering humanity who have partaken of her methods which in the short time this treatment has attained a prominent success throughout the United States and all other countries where its practitioners have settled it has met with phenomenal approval and able champions through the many ills it has cured. Dr. Ellis is a graduate of the American School

the success of the business was assured from the beginning. Messrs. Lutz & Son are known as dealers who can be always relied upon in their transactions, and this factor has been a potent one in building up the large business which the firm enjoys.

DR. LEMUEL COLSON—Dentist. Rooms 3 and 4 Pheil Block, 424 Central Ave. As a practitioner in this branch of science there is no more able demonstrator than the gentleman whose name appears above. He has been located in St. Petersburg for the past two years, and in this brief time has ably demonstrated



PHEIL BUILDING

equipped houses of this kind in the State. The premises comprise the main floor and basement seventy-five feet square. The large and comprehensive stock carried embraces everything pertaining to the furnishing of a home of moderate circumstances or the most palatial mansion, at prices to suit all purses, and only the most moderate prices prevail. An important and influential patronage is obtained from the city and surrounding territory. It is the aim of the store to sell none but the best quality of goods, and trash has no place in its environs. The members of the firm are hustling business men who know how to cater to a particular public, and under their thorough and efficient management

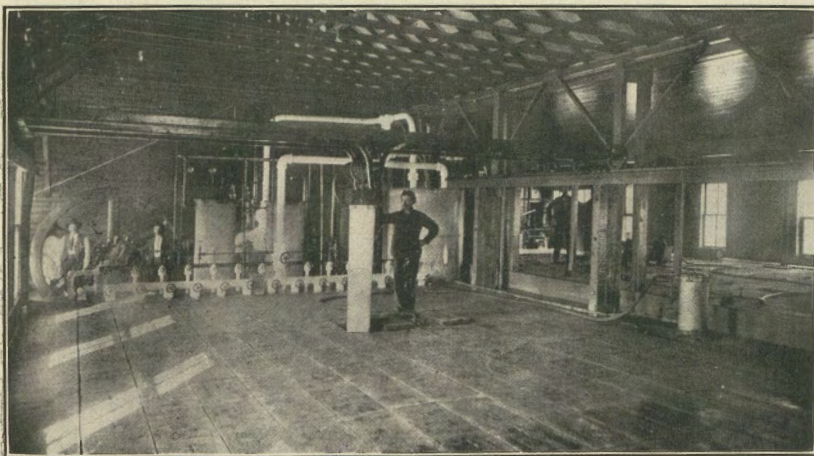
his value not only to the people of this city but to the country at large when requiring assistance of this nature. Dr. Colson is a native of Florida, and in the short while he has been located here has built up a very fine practice and names among his patients some of the best families of the city and surrounding country. His offices at the above address are handsomely furnished and equipped with all the most modern furnishings and apparatus connected with the practice of the dental profession along the most approved lines.





CRYSTAL ICE WORKS

**CRYSTAL ICE WORKS**—J. C. Williams, Prop. A. C. L. track and First street. As a characteristic of its up-to-dateness St. Petersburg can boast of one of the best ice plants anywhere in the State of Florida, and this fact is borne out by the experience and able management of the gentleman who conducts the affairs of this industry. The Crystal Ice works has a capacity of 40 tons of ice a day and besides furnishing the people of the city supplies the government forts located on the Gulf and the large fishing industries on the bay. The plant is fifty by one hundred and twenty-five feet in dimensions, is equipped with all the latest machinery known to the business, has its own artesian wells and gives employment to fifteen people. The business has been in operation here for 14 years and has been a potent factor in the city's growth and in summer a blessing to the people at large. Both a wholesale and retail business is done, deliveries being made throughout the city and surrounding community the year around.



INTERIOR OF CRYSTAL ICE WORKS—FREEZING ROOM

**ST. PETERSBURG HARDWARE COMPANY**—Dealers in Hardware, Furniture, Builders' Materials, Paints, Oils, Farm Implements, Crockery. Tinware, Sporting Goods, Plumbing, and Steam Fitting. Building corner Central avenue and Third street. Warehouse on A. C. L. track. This firm is one of the old established institutions of St. Petersburg and has been in business here for twelve years and has occupied the present handsome edifice, which is the finest business block in the city, for one year. The building is 80x100 feet in dimensions, three stories high, and constructed of cream color brick with sandstone trimmings, and has all the modern equipments for the quick transaction of business. The stock carried is the largest on the West Coast and comprises everything one would expect to find if not more in an establishment of this character and displayed to the best advantage. The company occupies the greater part of the building, and besides has a large warehouse in the rear on the A. C. L. track, which is 100x120 feet in dimensions. The business was incorporated in 1905, and has as its officers the following well known gentlemen, W. P. Powell, president; R. M. Hall, vice-president; E. P. Harrison, secretary; and J. F. Harrison, treasurer. The extent of the business done requires 10 people in the house and two on the road, while three wagons are used for hauling and delivery.

**H. R. BINNIE**—General Blacksmith and Repairs. Bicycle work and supplies. 268 First avenue, north. In the eight years in which Mr. Binnie has been located in business in St. Petersburg he has built up a very fine trade not only among the local



BUILDINGS OF THE ST. PETERSBURG HARDWARE CO.

people, but the tourists as well. He does an A. No. 1 grade of work for every job he does is done as it should be in the manner that will last. His shop is equipped with all the tools necessary for the line of work he does, and the dimensions of his place is 30x50 feet. Mr. Binnie employs two men to assist him in his work, and both of them are men who are experienced in all their line. The horse shoeing department is in the rear of the main building, and this department occupies a separate space of 20x30 feet in dimension and the best work in town is done here.

**BLOCKER'S BAGGAGE TRANSFER**—Livery, Feed, and Sale Stables. Second street near railroad. The enterprising proprietor of this business, Mr. A. T. Blocker, has been in business here for over eight years, and holds the leading place as a business of this character and his stables have a capacity for forty head of stock, all of his livery horses being among the finest steppers in town, while the rigs are up-to-date in every respect. Of these he has over thirty in general use. Besides the livery, he makes a specialty of moving and hauling as well as selling feed and in the latter a large supply is always on hand to meet the demands of the trade. Fifteen people are employed to care for the large business done and the help are careful in caring for all animals boarding here whether by the day or year. The stable is only a block from the A. C. L. station and is handy for drummers and all persons desiring quick service.





GROCERY OF KLUTTS & BRADSHAW—"THE CENTRAL GROCERY"

KLUTTS & BRADSHAW—Central Grocery, Dealers in Groceries, General Merchandise, and Drugs. 871 Central avenue. Phone 75. This well known establishment is one of the most progressive in the city and leaders in their line. The business has



SHELL MOUND

been in operation here for the last seven years and in that time has ably demonstrated their value to the purchasing public. Messrs. Klutts and Bradshaw always carry a fine large line to select from and their goods are always fresh and sold at the lowest prices to be obtained in the city for good quality and full weight. The store presents a neat and attractive appearance at all times and the tidy housewife need have no hesitancy in buying here, while the display of goods for sale is always a tasteful one. The proprietors always take an active interest in their store besides employing a number of assistants and two wagons are engaged in making deliveries all over town.

a feature prevails and every care is exercised to keep up a high standard of excellence in every department. At the present time Messrs. McPherson and Dent employ 12 people in their establishment, several of whom are skilled bakers, and know how to make up all the most tempting eatables in the way of baked goods. Phone in your orders, which will receive prompt attention.

FREEMAN & RILEY—The Clean Store, Dealers in Groceries and Produce. 204 Central avenue. Phone 91-B. Though established but three months, the members of this enterprising firm, Messrs. A. F. Freeman and E. T. Riley, are hustlers in



McPHERSON AND DENT BAKERY AND RACKET STORE

McPHERSON & DENT—Racket Store and Bakery, 243 Central avenue. Phone 45-B. The proprietors of this establishment, Messrs. E. C. McPherson and N. Dent, have been in business in St. Petersburg for seven years, and have always held the leading place among institutions of this kind. They are dealers in everything in the way of baked good, such as bread, cake, pies, and other confections, also carry a line of small household supplies used in light housekeeping. A large business is done in both wholesale and retail, and two wagons are engaged in making deliveries all over the city and vicinity. The store occupied is a fine, large one, well equipped with the bake shop in the rear, where cleanliness as

the business and have already attained a fine success in the mercantile life of St. Petersburg. The stock carried is a large and varied one, consisting of everything in the way of canned and bottled goods, dry and green vegetables, and a particularly fine line of spices, teas, and coffees, all of which are neatly displayed on the up-to-date fixtures of the place. All goods are sold at the lowest market price that combine with quantity and quality, and the firm has obtained one of the best reputations in town for honesty and reliability in all their dealings. Their motto, "The Clean Store," is well earned, as is quickly revealed upon the first visit to their establishment, which is always kept scrupulously neat and clean.





ATLANTIC COAST LINE R. R. STATION

**HENRY SCHUTZ**—Dry Goods, Notions, Hosiery and Ladies' Furnishing Goods. 341 Central Ave. As a dry goods emporium where all the latest ideas and styles prevail there is no better store in St. Petersburg than that of Mr. Schutz's, which has been a popular shopping place for the last seven years, and one where a dollar goes farther in making purchases than any other place, and where quality as well is a potent factor in the business. One of the largest stocks in the city is carried at this establishment, and the prices charged are the most reasonable for the nature of the goods desired. The store opened in a small way seven years ago, and through perseverance and zeal has grown to its present large proportions, and the customage of the house has grown with it to where at the present time no better place in the city can be found.

**MRS. W. A. KERR**—Millinery, 410 Central avenue. In a review of the business houses of St. Petersburg we take pleasure in calling attention to the establishment conducted by Mrs. Kerr, which has filled a long felt



A BIG HAUL OF MACKEREL

want among the ladies of the city, and one where the most up-to-date styles prevail in all that is fashionable in ladies' headgear, and in purchasing here one can obtain the latest creations that are in vogue in the most metropolitan centers without necessitating the expense of travel and the fatigue occasioned thereby. This millinery parlor has been established here for six years and enjoys the patronage of the most select people of St. Petersburg, who are never tired of their commendations in the choice of goods carried by the lady whose establishment is considered the emporium of the city in this line of goods. Mrs. Kerr has had a number of years' experience in this art and besides devoting her entire time to it, is ably assisted by an able assistant.

**A. W. ROGERS**—Practical Watchmaker and Jeweler. 277 Central avenue. This is one of the best known jewelry houses in the city and has been in business here for the past two years, having formerly been in business at Fort Myers, Fla. The stock carried is first class in every respect and contains a choice assortment of jewelry, diamonds, and watches and many fine souvenirs, all of which are displayed in a most attractive manner and sold at prices lower than charged in the most metropolitan centers for goods of the highest value. A specialty is made of fine watch repairing and in this particular department he has no equal in the city. Mr. Rogers is known to be a business man of the highest integrity, whose word can be relied upon in all transactions not only in his line but in all other business transactions where honesty and reliability are looked for.

**W. J. MILLIKIN**—Optician, 277 Central avenue. One cannot be too careful in selecting an optician, for the eye is one of the most delicate organs of the human body, and as such should receive intelligent care and attention. In going to the above named specialist the patient may be sure that he is doing for his eyes the best that can be done by taking the treatment and advice which he gives. Mr. Millikin's office is suitably equipped with all the apparatus required in an establishment of this kind. He is perfectly competent in his profession and is well known to the people of this city as an optician without an equal in this section of the State. He has been located in St. Petersburg for the past two years and has ably handled some of the most obstinate cases in the city with the best success. A fine line of all kind of spectacles and eyeglasses are carried in stock, and fine repairing is done on short notice. If you need anything in the optical line, see "Millikin."

**J. C. BLOCKER**—Real Estate, Loans, Investments, and Insurance, Room 14, Wood Block. In no other sphere of human endeavor are peculiar adaptability, uncompromising honesty, and persevering zeal so essential to win and perpetuate success as in the combined field of real estate and insurance, in which Mr. Blocker has been so extensively engaged since his establishment here in 1905. He has been a resident of St. Petersburg for over 18 years and well knows the value of land not only in the city but throughout the surrounding vicinity as well, and is well capable to speak of its value not



ONE DAY'S CATCH OF TARPON

only as a place for a home, but as investment property, too. A fine list of city and country property is always listed with him, and the prospective buyer would do well to see him before deciding on any particular sale. His quarters at the above address are well fitted up for the business, and in connection with the real estate part of the business he carries a fine line of insurance in many of the best companies in the country.



**KELLEY SHOE CO.**—Dealer in all kinds of Footwear. 157 Central Avenue. Mr. Kelley is a man who knows just what shoes to carry to suit the taste of the general public, and also just what shoes will please the wearer of dainty foot-gear, and also those qualities which will stand the hard usage of every day wear. He sells shoes to suit every taste and every pocket-book, and the line he carries is large enough to give each customer a variety of choice not always to be found in one store. A specialty is made of a number of the best known makes on the market, and these comprise those of a high standard only. Mr. Kelley is a native of Georgia, and has been established in business in St. Petersburg for some time, and besides being actively engaged in the conduct of the establishment, requires the services of several clerks. The fact of having purchased your shoes of "Kelley" is ample proof of their style and wearing qualities, and proof of this is being demonstrated in the large trade the house enjoys.

**CRYSTAL WATER WORKS**—Pure Water Distillers, 311 Third St., North. Capt. H. E. Ellis, proprietor. The value of the water as produced under the process of Captain J. F. Chase's patent water still is the only perfect means and the best method of obtaining absolutely pure water. This is obtained by distillation and earation, thereby destroying all impurities in water obtained from wells or other sources. The water is sold throughout the city at various places and also delivered by wagon direct from



PUBLIC LIBRARY AND READING ROOM

the plant, either in bottles or carboys, at 10 cents per gallon. The plant has been located at the above location for two years, and Capt. Ellis has been proprietor since the first of February. A large trade has been built up throughout the city, and having demonstrated its value to the people at large, it has proven a very successful venture.

**E. B. ROWLAND.**—Real Estate, City and Country Property. Office 249 Central Ave. Telephone 34B. One of the best known of the local real estate men in this city is Mr. E. B. Rowland, who occupies office quarters at the above location. A long experience in real estate matters in St. Petersburg has made Mr. Rowland an authority, and his appreciation of present and prospective values is reliability itself. He has been established here for six years, and came to Florida in 1901 from Chicago, Ill., where he was formerly engaged in the railroad business. He is widely and favorably known, and will be interested in furnishing information to parties desiring to locate in St. Petersburg, and has many fine values to offer in the way of city and country property, as well as a number of fine orange groves. Mr. Rowland is one of the most progressive business men of the city, and takes great interest in all that is for the good of St. Petersburg.

**ROBT. E. FORTSON**—Fresh Meats, Veal, Mutton, Pork, and Beef. 435 Central Ave. Among the many markets that are located in this city few are better known



INTERIOR VIEW OF THE KELLEY SHOE COMPANY'S STORE

than that of the one named above, which has been established here since 1900 and has attained a reputation for all that is best in meats, etc. The premises used are centrally located and equipped with fine tools and fixtures for handling a large stock of meats and provisions, live and dressed poultry, fish, oysters, butter and eggs and all kinds of country produce. Mr. Fortson is an experienced butcher himself and readily understands the wants of the trade and knows how to cater to their every desire. Three courteous and reliable assistants are employed to care for the large retail business done. Besides the store trade a large trade is carried on by bicycle delivery, which covers all of the adjoining territory to the city



OFFICE OF E. B. ROWLAND—REAL ESTATE



# The Evening Independent

WILLIS B. POWELL, Editor and Proprietor. Published Every Evening (except Sunday) at 4 o'clock from The Independent Building, 1100 Third St. Petersburg, Fla. Price 2 cents a copy; a year, \$2.00 in advance.

## 15,000 PEOPLE SEE WASHINGTON BIRTHDAY PARADE

GRANDEST SPECTACLE EVER  
WITNESSED IN THE SOUTH.

WILLIS B. POWELL, Editor and Proprietor.

Thousands turned away from the  
main parade to crowd the streets  
and see the floats.

Parade approved by the Mayor.

The celebration of the birthday  
of George Washington has been  
made a grand and happy occasion  
for the people of St. Petersburg.

The parade was held on the  
main street of the city and was  
attended by a large number of  
people.

The floats were very beautiful  
and the music was very good.

The parade was a great success  
and the people were very happy.

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## STATE POSTMASTER QUESTIONS FOR A DAY

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## BANQUET FITTING FINALE TO STATE BANKERS MEETING

A BRILLIANT DINNER AT THE  
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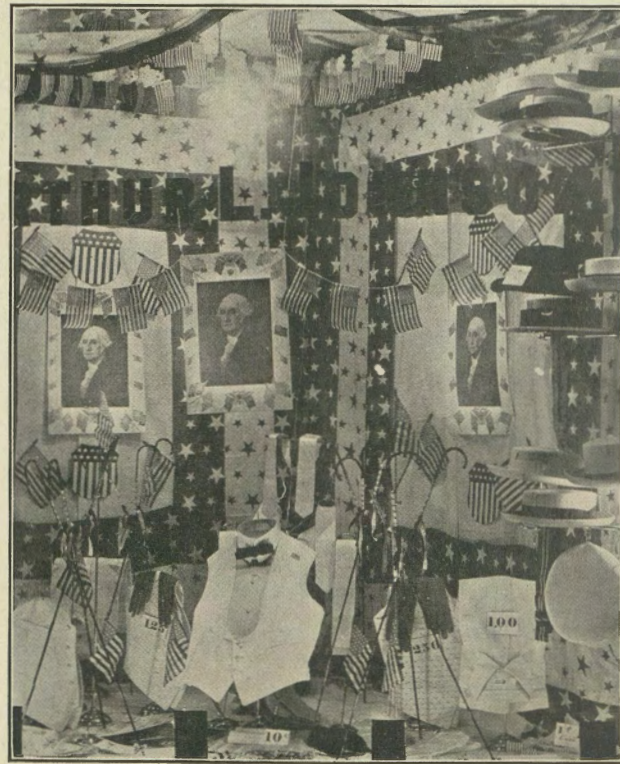
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is advertising and the majority of this is local set up in a most artistic and attractive manner and well printed. The Independent is a clean paper, belongs to "Powell," carries only news that is fit to print, and is "for sale" at the "painless price" of three cents per copy. The plant of the Independent is one of the most attractive and conspicuous buildings in St. Petersburg, located in the heart of the city within a block of the Post Office on Fourth St. and along the track of the A. C. L. R. R. It sets on a high terrace up from the street and commands a most imposing view. The building is of concrete blocks one and a half stories high and forty by eighty feet in dimensions, with plenty of light and air and is thoroughly fireproof. The front part of the building has a wide and shady porch leading into the office and editorial rooms to the rear of which is the stock and press rooms, the latter being equipped with all up-to-date machinery in the way of presses, cutters, linotype, etc., and operated by gasoline power. The daily paper has a circulation of 1,500 copies nearly 500 of which are sent to out of town subscribers and a force of twelve people are employed outside of the carriers. The name of "Powell," St. Petersburg, The Independent is generally spoken of in the same breath by the local people and the tourists to St. Petersburg. He has been connected with paper an ink all his life, and it can be truthfully said of him he was "to the manner born," after an apprentice to his father in a job office he began his newspaper life as the editor of the Haven (Kan.) Independent at the age of seventeen and thereafter had a varied career on different papers throughout the United States, later following the position of advertising manager for large department stores in St. Louis, Cleveland, and Nashville. He finally landed in St. Petersburg, the place appealed to him, the climate, and people and setting down among them his "Push and Smile" motto met with well-merited approval.

ranged and the stock carried is large and attractively displayed. He is always ready for anything that will help to make the city and up-to-date town, and with this aim in view, dresses his windows for all patriotic or public occasions. The accompanying illustration gives a good idea of his window dressed especially for the Washington Birthday celebration. This attractive feature was the talk of the town and admired by all the visitors to the city, along with the big evening illumination of electric lanterns. Every attention is accorded his customers and satisfaction is guaranteed or money refunded.

S. C. GUTHRIE.—Renovating and Refitting Shop, A. C. L. Pier. This is the place to go to get your clothes put in good condition, and this can all be done at a slight cost by patronizing the gentleman who conducts the above establishment, which has been in operation here for a number of years and is gaining in popular approval every day. Mr. Guthrie is an experienced workman in this line of effort and turns out all work entrusted to him in a manner that will make you a steady customer after the first trial. The prices charged here are most reasonable, and no effort is spared to make you satisfied in every way.



Window Decoration for Washington's Birthday at Arthur L. Johnson's—Men's Furnishings

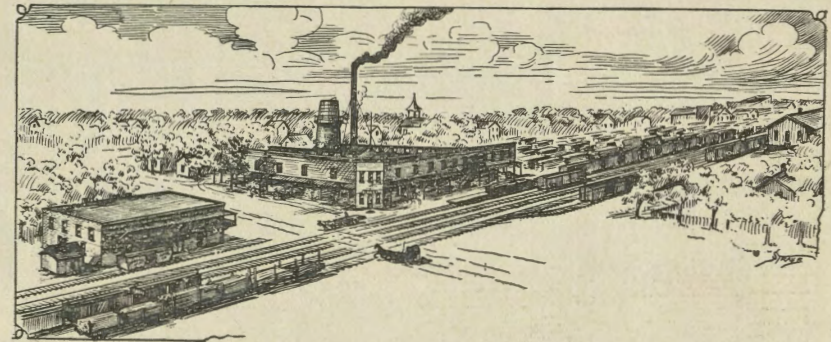
## HOME AND FRONT PAGE OF THE EVENING INDEPENDENT

### THE EVENING INDEPENDENT.

Willis B. Powell, Editor and Proprietor. The St. Petersburg Independent first saw the light of day on March 3, 1907, as a weekly paper full of spice, ginger and humor and boasting for St. Petersburg louder and louder as the best city in the country with every issue from the first column to the last. The paper beginning its career as a weekly was later increased to an evening daily paper on November the fourth and its first issue met with a most phenomenal sale. The Evening Independent is ready for delivery every afternoon at four o'clock, while the weekly is issued on Friday. The daily contains full United Press Dispatches of the latest news up to the time of going to press, and also Southwest News Bureau service, it is an eight page paper of forty-eight columns of matter of which thirty columns



**ST. PETERSBURG NOVELTY WORKS.**—Dealers in Cypress, Pine Lumber, Brick, Lime, Plaster and Building Material of all kinds. South Seventh Street and A. C. L. Track. Of the Larger industries of St. Petersburg there is none that holds a more prominent or important place in the business annals of the city than that of the firm quoted above which has been in operation here for over ten years and has been a potent factor in the upbuilding of the city besides furnishing employment to many people, and furnishing the supplies for the majority of the buildings constructed in the city. The grounds and buildings of the plant cover two and a half acres upon which a number of modern constructed and equipped buildings are erected. Lumber of all kinds both rough and finished are carried in stock besides the varied materials used by masons and contractors. A feature of the company is fine interior finishing for which the firm has acquired a high reputation. The manager of the business, Mr. A. C. Phiel is a native of Pennsylvania and in the conduct of the industry gives employment to thirty people, while five wagons are engaged in delivering its products throughout the city and surrounding community.



PLANT OF THE ST. PETERSBURG NOVELTY WORKS.

here. The place is well equipped for the business, having every modern improvement known and every customer that enters the place is treated right. The business has been established here for a number of years and the gentlemen at its head are known as men who take an active interest in all that is for the good of their town.

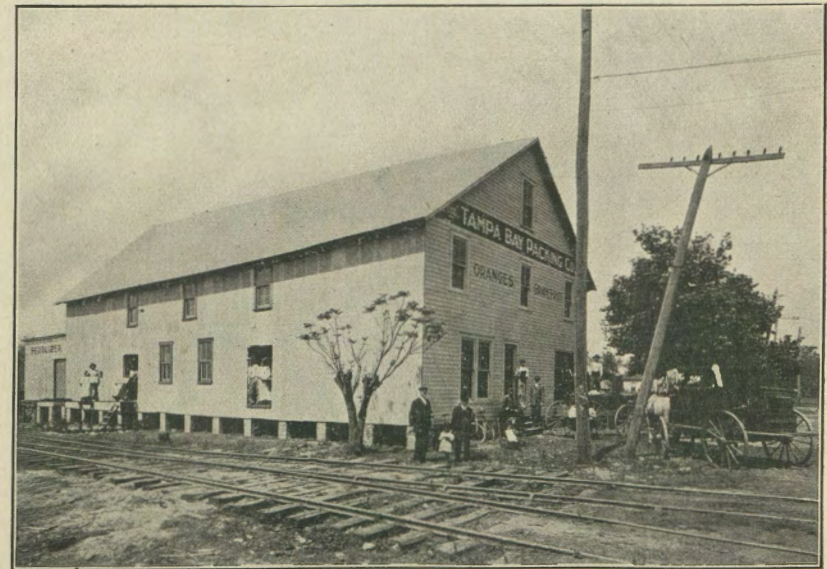
**ROSE HILL RESTAURANT.**—Strictly New and Up-to-date. Corner Central avenue and Second street. For a good meal and well served this is the place to go and come away satisfied, for you cannot do otherwise after partaking of the good things served, no matter what meal it is. The place is conducted in Northern style and Northern cooking prevails while the service is of the best and pleases all. This restaurant has been open to the public since the first of the year and has a seating capacity for 50 persons, and the business done requires the employment of six people. The proprietor, Mr. J. L. Cooper, is a man of long experience in this work and knows how to cater to the desires of the traveling public, and has proved the value of his establishment to the people here in the short while in which his place has been open. The place is neatly kept and presents an inviting appearance at all times.



PICKING TIME IN AN ORANGE GROVE.

**TAMPA BAY PACKING COMPANY.**—Packers of Florida Oranges, Grapefruit, and Tangerines. Packing House on the A. C. L. track and Ninth street. Among the well known packers and shippers of the West Coast there is none better known than the Tampa Bay Packing Company, which though a new firm here has quickly won for itself a good reputation not only among the large buyers in the West and East, but as well among the many growers scattered throughout this section of the country. The business has been established here since November, 1907, and occupies its own new building which was built especially for the work and is equipped with every device known to it for a quick and careful handling of fruit, the machinery being run by electricity. Mr. Cramer B. Potter, the proprietor, is a gentleman who is well versed in all the requirements of the business, and can assure both grower and buyer the best service that can be obtained. In connection with the general business they are the local agents for Williams and Clarks High Grade Fertilizers.

**WAGGONER & HAIRE'S SHAVING PARLOR.**—256 Central Avenue. This is the place to go to get a good shave and get it quick, for there is seldom any waiting, as five men are constantly kept busy all day long. Messrs. Waggoner and Haire are known as hustlers in the business and are skilled barbers at the trade in all its branches and the large business done gives employment to five people. Four chairs are always in operation and every wrinkle known to the art is performed



THE TAMPA BAY PACKING CO.





MAIN OFFICE AND SHIPPING STATION OF THE HIBBS FISH COMPANY AND SOME OF THE FISHING FLEET.

THE HIBBS FISH COMPANY—Wholesale dealers in Fresh Salt Water Fish Packed in Ice. Packing House and Office on A. C. L. Dock. Retail Store, Central avenue and First street. Capital \$35,000. H. W. Hibbs, Proprietor. There is no more hustling industry in St. Petersburg than that of the Hibbs Fish Co., which was established here in 1889 and gives employment to over 300 people, covering an area in its fishing banks from lower Sarasota Bay to Clearwater on the West and all of Tampa Bay operating 11 sailing vessels and 20 gasoline launches and two steamers, handling over a million pounds of fish a year. The Hibbs Fish Co. are the largest dealers in this line of Florida's products than any other company operating on the West Coast. The reason of this is that the fish are always fresh. They are handled quickly from the time they leave the water until they reach their destination, having been previously carefully sorted. Shipments are made to all the principal markets in the East and Central West.

THE HIBBS CO., Ship Chandlery, Paints, Oils, Cordage, Duck, Canvas, Nets, Twine and Fishermen's Supplies. 118 Central avenue. Phone 61. For two years this business has been established here and quickly met with well merited success. The stock carried comprises everything required aboard a boat in the way of machinery, hardware, oils, etc. The firm is also local agent for many of the best gasoline engines on the market. The proprietor of the business, Mr. Chas. B. Hibbs, is a son of H. W. Hibbs, proprietor of the Hibbs Fish Co., who conducts the largest fish business on the west coast, and the store at the above location is maintained in a large proportion to accommodate the many boats which he operates along the coast. A large wholesale and retail business is done not only in supplying these but many of the other craft that stop at St. Petersburg.

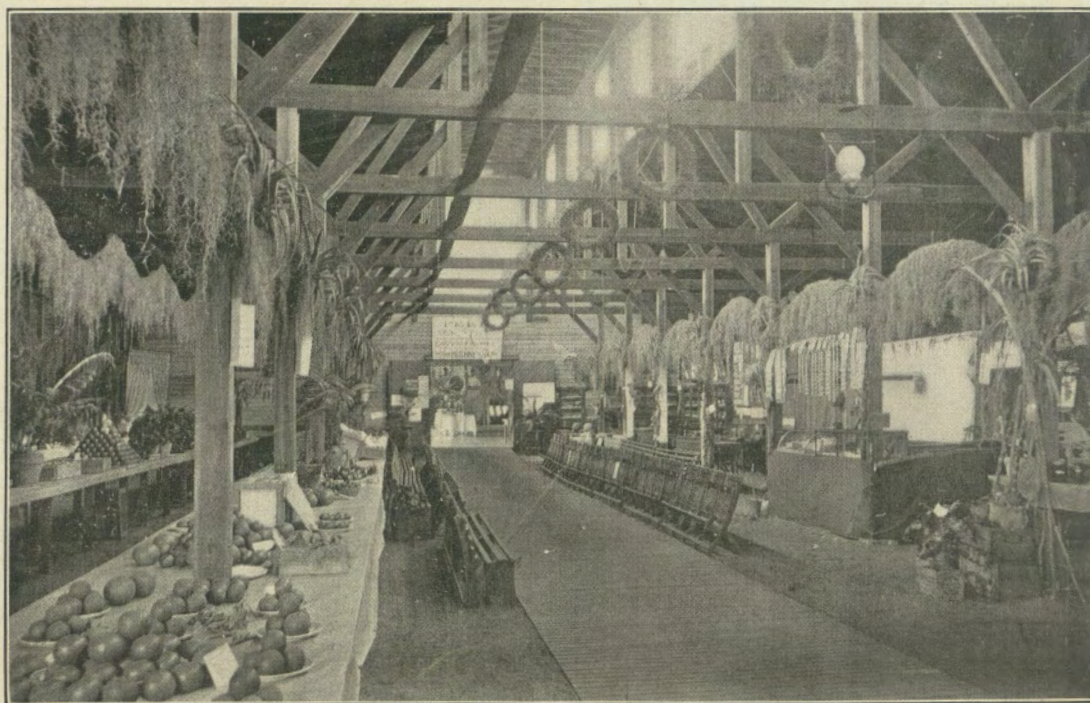
#### EVERY REAL ESTATE COMPANY.

163 Central Ave., Avery & Slemmer Block.

REAL ESTATE, FIRE INSURANCE, LOANS.

The specialty of this firm is real estate in general and they have some very fine property for sale in the city and surrounding vicinity at prices that can't be beat. The firm has fine office quarters at the above address and its members are A. P. Avery and W. J. Slemmer, the former gentleman being from Ohio and the latter from Pennsylvania but have been located in business in St. Petersburg for ten years during which time they have been instrumental in disposing of a great deal of property here to a great many Northern people, all of which was sold at prices satisfactory to both the owner and the purchaser and they as well have been one of the greatest promoters of the value of St. Petersburg as a home town and have advertised it widely. All correspondence in reference to this vicinity will be promptly answered to the best of their knowledge.

C. C. SYMONETT.—St. Petersburg Smoking Parlor. Dealer in Cigars, Tobaccos, and Smokers' Articles. 258 Central Avenue. This store is the headquarters for smokers goods of every description. During the time in which it has been established here it has secured the patronage not only of the retail trade but a great deal of the wholesale trade as well, being manufacturers of many of the leading brands of cigars sold in St. Petersburg and has extended its reputation as a solid and reliable house over a large extent of the adjoining country. The store and shop at the above location keeps eight people busy hustling from dawn to dark to take care of the demands of his customers. The assortment of smokers' articles is large and varied and besides the different lines of cigars and tobacco it comprises pipes of all description, tobacco pouches, cigar racks and cases and many other things. The smoker who wants honest worth for his money whether local or tourist should not fail to make this place his headquarters.



INTERIOR VIEW OF THE MID-WINTER FAIR BUILDING

Photo by Van DeVenter





EDWIN'S SHELL PHOTO STUDIO

**EDWIN'S STUDIO**—Photography in all its branches. Views, Portraits and Commercial Work. Wholesale Dealer in Foto Souvenir Postal Cards. 301 Second street, South. The shell shack where this studio is located has become well known to the people of the city in the short while in which it has been located here, having been established two years ago, and has very fine quarters to carry on a business of this nature. Mr. Edwin has had ten years' experience in this art and is well able to give you the best that there is in the way of portraits of your self and family that are sure to please. A special feature of the business is developing and printing for amateurs, and in this department he is especially prepared to do fine work, having every facility for the same.

**RAMM'S MACHINE AND BOILER REPAIR WORKS**—Corner of Second Ave. and Second St. F. W. Ramm & Sons, proprietors. As an industry that has held an important place in the industrial life of St. Petersburg we take pleasure in calling attention to the above well-known firm, which has been

established in business here for the past three years. The firm is the only one of its kind in the city, and has every facility for doing all kinds of light and heavy machine work, making a specialty of iron work for contractors and builders, marine, stationary, and gasoline engines, as well as automobiles, repaired by skilled workmen; also general blacksmith work, horseshoeing and wagon repairing. The plant located at the above address is of two stories, 40x75 feet in dimensions, and is equipped with all the most modern machinery, and besides requiring the services of three members of the firm, the business done requires five skilled workmen. The firm is also the local agents for Gray Marine engines and Angola stationary engines.

**HOTEL DETROIT**—C. N. Crawford, owner and manager. Second street and Central avenue. As an all-the-year-round as well as a tourist and commercial house the Hotel Detroit leads the rest in the city as a modern hostelry with all the comforts and cheerfulness of home, and is known far and wide as one of the best hotels in Florida among the traveling men. The house has been open to the public for eighteen years, and has always maintained its prestige from the first. The building is centrally located and can be practically said to be in the heart of the city, with an excellent view afforded by the bay, and has all modern appointments of a first-class hostelry, where the cordial greeting of good cheer is always extended to the stranger in the city. Rooms can be obtained single or ensuite, with bath, if desired, while rates are most reasonable. The house has accommodations for a hundred and fifty guests, while the dining-room, which is a most attractive one, has a seating capacity of one hundred. Mr. Crawford is a native of Maine, but has been in Florida for twenty years and has always kept himself posted on the improvements of the day and knows how to cater to the traveling public.

**ARNOLD & JONES**—Real Estate Agents, Orange Groves, Wild Land, and City Property for sale. 250 Central Ave.



RAMM'S MACHINE SHOP

The members of this well-known and successful firm are Messrs. Addison Arnold and Wm. A. Jones, both of whom are known as hustlers in their line. The business has been established here for two years, and in that time they have been instrumental in making some of the best realty sales in the city. Both members of the firm are experienced men in the work, and are familiar with land values in and around St. Petersburg and can handle your property to your best advantage and obtain for you the best prices of the day. Their offices at the above address are centrally located, and to all perspective purchasers of realty either in or around St. Petersburg they have a fine list and can offer you the best bargains in A-I value, and will be pleased to show all callers, whether they buy or not.



HOTEL DETROIT

**BROWN BROTHERS** — Dealers in Choice Family Groceries. 222 Central Ave. 'Phone 63. For the short time which it has been established here this firm has met with good success, but they obtained it owing to the fact that they sold only good goods at the right price. Their store is of ample dimensions and affords a fine display of stock, which is taken advantage of in a manner to tempt the perspective purchaser to buy the things they desire here. Messrs. Carl and Thomas Brown opened for business here two years ago, and at the present time, besides actively engaged themselves, require three additional employees, all of whom are attentive to the every want of the customers of the house, while two wagons are used in making deliveries to all parts of the city. Both members of the firm are men of progressive ideas and try to embody these in the general conduct of their store.

**R. VEILLARD**—Wholesale and Retail Dealer in Fertilizer, Hay, Oats, Corn, Cotton Seed Meal, Crate Material, and Pack-er of Citrus Fruits. Railroad Ave. and Seventh St. 'Phone connections. As a representative of one of St. Petersburg's



leading business houses in this line of goods we take pleasure in calling attention to the business of the above named firm, who has been established here for the past five years, and the large trade he has built up requires the employment of four men and five teams, all of which are kept busy the year around. Mr. Veillard buys in carload lots and offers the same to his customers in carloads and smaller quantities at the lowest market price. His warehouse at the above location is handy for both the local and country trade, and is most popular with both classes. He is the local agent for the Armour, and the Wilson and Toomer Fertilizers, and the Columbus Wagon Works, and the International Harvesting Machine Company.

**B. & L. CHASE**—Dealers in Fancy Goods. 353 Central Ave. This popular establishment as conducted by the Messrs. B. & L. Chase is the only one of its kind in the city and a popular one with both the ladies of St. Petersburg and the many tourists who annually visit the city and find here the very place to obtain many novelties and many fine ideas in the fancy work line to send home or while the hours away at pleasant past-times embroidering some pretty design obtained here for their friends at home. A very fine line of table decorations, doilies, ribbons, veiling, ladies' neckwear, gloves, combs and other decorations are carried in stock at all times and sold at the most reasonable prices. The business has been established here for four years, and besides the proprietors several assistants are employed. The store being within a few doors of the postoffice, is centrally located and a mecca for the shopper at all times.

**MISS LUCY EADY**—Originator and Manufacturer of Ready-to-Wear, up-to-date Hats made of Florida palmetto. 110 Central Ave. This unique industry has met with very popular success in the time in which it has been located here, and is one of the best advertisements of Florida and what can be accomplished by preparing and making use of one of its most common products—the palmetto leaf. When woven by skilful hands into a neat hat for ladies and gentlemen it becomes one of the best souvenirs for tourists or any one else to take home as a memento of a sojourn in this beautiful land. These hats are made in all the various styles of the prevailing fashions and colored to form the best imitations of flowers and other ornaments used on women's hats. Miss Eady has been in this business here for five years, and her unique creations are scattered by the tourists to St. Petersburg throughout all the States in the Union. The business has grown to such proportions that during the present season she has had to employ fifteen assistants.

**J. W. VAN DEVENTER**—Photographer. Corner Central Ave. and Fourth Street. As an exponent of the art photographic, Mr. Van Deventer is the leader in this line of work in St. Petersburg, for the one thing that counts more than all

others in the qualifications of a first-class photographer is experience. Equipment is also an important matter. In connection with both these qualifications he is most admirably equipped. Mr. Van Deventer has had an active experience of twenty years, and while it is true that experience is the mother of teachers, it is just as true that, in this case, she has had an apt pupil. He has a finely equipped studio at the above address, which he has occupied during the past six months. He is an expert in all branches of photography and employs one competent assistant. He has a suite of three rooms, all well furnished and fitted up with all the appliances necessary for a proper conduct of the business. Satisfaction is guaranteed at this up-to-date establishment. In addition to his place here he has a large studio at Winona Lake, Indiana, where he is located during the summer season.

**C. C. ALLEN**—The Post Card Man. Central Ave., cor. Fourth St. Photograph gallery on South Third St. As a place for souvenirs and novelties of all kinds of St. Petersburg and Florida this is the place to go to get them. The store is stocked with a large variety of post cards, paintings, shells, handbags, bricabrac, photographs and hundreds of other beautiful reminders of St. Petersburg and the surrounding country. The photograph business has been established here for nine years, and a year and a half ago the souvenir store was opened and has been a source of interest to the tourists and the local people in search of souvenirs to send away. Mr. Allen is a well-known business man of the city and popular with all the citizens, and is a hustler in his line, employing besides himself six assistants, two of whom are engaged in the gallery on Third St., where the best work in portraiture and other work of this nature can be obtained.

**BOSTON OYSTER HOUSE**—T. J. Allbritton, proprietor. 208 Central Ave. Open day and night. As a

first-class oyster house and restaurant, there is no more up-to-date one in the city than the one conducted by Mr. Allbritton, which has been established here for the past five months. The dining-room seats thirty people, and at the present time the place gives employment to three people, besides the proprietor, all of whom are careful and attentive to the customers who have found this place a most desirable one to obtain a good meal and at popular prices. A specialty is made of oysters and sea food, and these are cooked in all the latest styles known to the culinary art and arranged in a most tempting manner that would create an appetite to the least hungry person. This restaurant is centrally located only a short distance from the boats and the railroad station.

**ST. PETERSBURG CLEANING AND DYEING WORKS**—C. L. Minyard, proprietor. 115 Third St., North, corner First Ave. This enterprising business was established last May, and since that short while has built up a very gratifying pat-



FOUR VIEWS OF WASHINGTON'S BIRTHDAY PARADE

Photo by Van Deventer



ronage and has made his place one of the most popular stores in town where work of this nature is done. All work is called for and delivered on short notice, and particular pains taken to carry out your orders to the smallest detail. A general tailoring business is carried on, and clothes made to order at most reasonable prices, a fine line of samples being carried at all times to select from. One department of the store is devoted to shoe repairing, and here an experienced man is engaged at all times to turn out the best work that can be obtained anywhere in town.

**F. R. SINGLEHEARST.**—Orange Grower, Contractor, Plumbing, and Concrete Work. 109 Third St., South. One of the potent factors in the business interests of the city is that of the various lines of work conducted by this gentleman, who has been in business here for six years and has built up a business to be proud of. Mr. Singlehearst has made Florida his home for many years. The plumbing and concrete branches of the business are conducted at the above address, while the stable, which accommodates twenty head of stock, is at the corner of Central Ave. and Eighth St. Mr. Singlehearst is well known as an employer of skilled labor, and all work turned out by his men, whether in the plumbing or concrete line, bears the stamp of merit. Mr. Singlehearst is one of St. Petersburg's most progressive citizens, and is for all that is for the good of the city.

#### ST. PETERSBURG.

(CONTINUED FROM PAGE 4.)

Church progress in St. Petersburg has kept pace with the development in other lines, and there are at present eight denominations having edifices of worship of their own, all of which are handsome buildings. These comprise St. Peter's (Episcopal), Congregational, First Baptist, Grace Baptist, Presbyterian, Methodist Episcopal, South, First Methodist, and the Christian. The Christian Scientists have their meetings in the G. A. R. hall, and the Catholics in the Opera House. The religious life of the city is very pronounced, and especially in the tourist season the churches are taxed to their utmost capacity.

#### PUBLIC LIBRARY AND READING ROOM

One of the most restful attractions for her numerous tourists is the Public Library and Free Reading Room. Although only in the third year of its existence, this institution has made rapid strides toward the place it now occupies in the hearts of the community.

Supported entirely by subscriptions and donations by residents and tourists, it is rapidly making itself a necessity to all classes. Donations of books and magazines

of the highest order make it possible to serve the public in the capacity of a circulating library, from which quite a neat little sum is realized.

But it is distinctly a free reading room, where persons desiring to do so may sit and read, at their own convenience, the greater portion of the day. Few libraries are open to the public a greater number of hours.

The librarian, Mrs. Bellona Brown-Havens, is a dear motherly old lady, well known as a magazine writer and poetess for over forty years, and at one time—from 1891 to 1897—had charge of the work of the State W. C. T. U. at Arrapahoe county prison, Denver, Colorado.

#### WOMEN'S TOWN IMPROVEMENT ASSOCIATION

This enterprising and ambitious association, commonly spoken of as the W. T. I. A., was organized seven years ago by fourteen women banded together with the ex-

press purpose of beautifying their city and doing good things for St. Petersburg and its needy. Since its organization the association has grown rapidly, and at present numbers one hundred and twenty members of the women of the city, with Mrs. T. A. Chancellor as president; Mrs. F. E. Cole, secretary; Mrs. L. H. Strum, treasurer; and Mrs. W. P. Powell, correspondent and financial secretary. From the day of its founding the association has been constantly busy, its first work being the purchase of a pasture plot in the heart of the city with money they earned through various entertainments. This plot was planted with flowers, shrubs and trees and sodded by the original founders on hands and knees, and from its wild state was converted into a beautiful park, with a paid attendant by the association caring for it now on a salary of three hundred and ten dollars a year. The band stand was added later, and last year a beautiful bronze fountain was erected in the center of the grove, from which a sparkling stream constantly plays and cools the surrounding atmosphere. During the coming year the as-



SOME OF ST. PETERSBURG'S MODERN HOMES

Residence of G. R. Williams

Seldum Inn—Residence of Noel A

Mitchell, The Sand Man

Residence of Hon. Joseph Sibley

Residence of F. R. Singlehearst

Residence of Mrs. Kate Ludwig

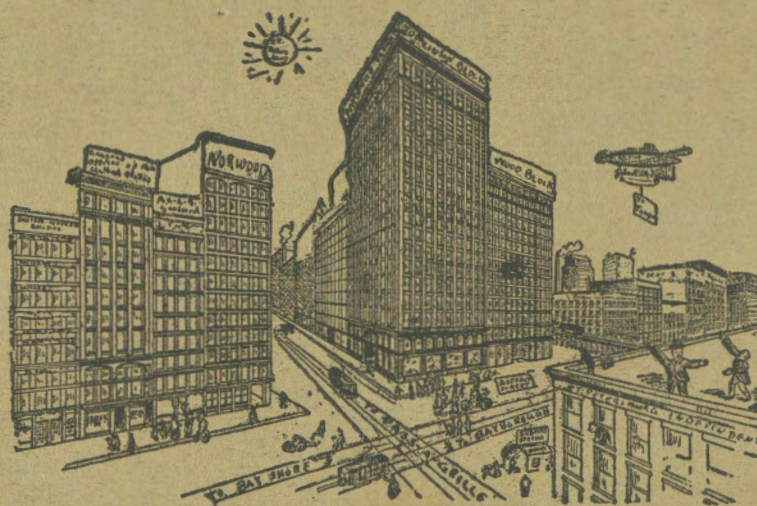
Bonniwell & Son, Architects

sociation will devote its efforts to beautifying the grounds around the A. C. L. station and the drive along the water front. The funds for carrying on the work is obtained altogether from the various entertainments fostered by the association and conducted by them, such as the Colonial Ball, The Flower and Fern Show, and the Bazaar conducted throughout the Mid-Winter Fair.

#### FINIS

As a community whose watchword is "Progress"—a model town with all the conveniences and none of the disadvantages of a large city, a town where pleasant society, excellent schools and good business opportunities are all to be found where the climate is ideal and the environments beautiful, such is St. Petersburg, a city of Sunshine and Health.





St. Petersburg as it will be in 1925



